

PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. CIX, No. 7

NEW YORK, NOVEMBER 13, 1919

10c A COPY

SEVEN DAYS



Take the Bumps out of the road

TIME was when a rocky road meant a miserable ride. Passengers and cars both went to pieces.

Edward V. Hartford helped put a stop to that. The famous Hartford Shock Absorber has been taking the bumps out of the road for hundreds of thousands of enthusiastic motorists for many years.

It is our "bit" to help take the "bumps" out of the road to larger sales and greater commercial success. Carefully planned and executed advertising has contributed its share in the continual whirr of machinery at our client's factory in Jersey City.

There is a great advertising moral in this business. Many firms can get to an ultimate end by bouncing over the rocky roads alone and unassisted. But how much quicker, surer and more pleasant can the largest aims be accomplished by letting Advertising Headquarters smooth out the ruts and obstructions with that great eradicator of sales difficulties — *N. W. Ayer & Son Advertising*.

N. W. AYER & SON

ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK

BOSTON

CLEVELAND

CHICAGO



A BUMPER CORN CROP

2,900,511,000 BUSHEL

Uncle Sam's October report assures us of a record-breaking corn crop.

At the prevailing price of \$1.36 per bushel, this one crop alone will add \$3,944,694,960 to the farmers' already great wealth.

Standard Farm Papers concentrate their circulation largely in the states where the most corn is grown. If you want to reach leader farmers and get your share of this corn money, include in your next campaign—

The Standard Farm Papers

(Reach over 1,000,000 Farm Homes)

*Sell a Standard Farm Paper Subscriber and You Sell
His Neighbors, Too*

The Standard Farm Papers are:

The Breeder's Gazette
Established 1881

Wallace's Farmer
Established 1895

The Ohio Farmer
Established 1848

The Michigan Farmer
Established 1843

Prairie Farmer, Chicago
Established 1841

Pennsylvania Farmer
Established 1880

Western Representatives

STANDARD FARM PAPERS, INC.,
Conway Building, Chicago

Hoard's Dairyman
Established 1870

Progressive Farmer
Established 1888

**Birmingham, Raleigh,
Memphis, Dallas**

The Wisconsin Agriculturist
Established 1877

Pacific Rural Press
Established 1870

The Farmer, St. Paul
Established 1882

Eastern Representatives

WALLACE C. RICHARDSON, INC.,
381 Fourth Ave., New York City

All Standard Farm Papers are members of the A. B. C.

INDIANAPOLIS

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VOL. CIX.

NEW YORK, NOVEMBER 13, 1919

NO. 7

Selling The Thing Beyond

The Knack of Taking Your Customers Up on a High Hill and Showing Them the Chosen Land

By Ray Giles

THEY topped the lunch off with green apple pie and coffee.

The vice-president of the very successful advertising agency sat sharing his experiences with a younger member of the agency. The vice-president was so pleasant and communicative that the younger man felt like asking him a rather personal question. Mel-lowed and made fearless by a particularly choice cigar, he found himself throwing out a pretty broad hint, "Some of the men I know have asked me how it is that you sign up new business so successfully."

The vice-president smiled, "I don't mind telling," he replied. "I can boil it down to a very few words. When I go after new business I always try to sell the Thing Beyond."

Puffing reflectively, he continued: "If I were trying to induce a man to hire me as a sales manager, I'd talk to him about the general management of his business and then relate the sales department to it. If I were selling motor trucks, I would talk transportation problems in general. If I call on a man who is a minor factor in his particular industry, I talk to him about his chances of becoming a leader—or even the leader."

"Just now I am really selling the Idea of advertising. But I always open up my talk by discussing the broad sales policy behind the entire business. That's the Thing Beyond. Advertising fits naturally into it. But by talking sales

policy, I make my solicitation that much bigger than that of the other fellow who starts right in to talk copy, space and publications. When agency solicitors begin generally to talk sales policy, I'll talk Finance and still be selling the Thing Beyond.

"And that," concluded the vice-president, "is my method both in selling my services and the products which I help to sell through advertising. Books are full of methods of analysis which will enable the salesman to dissect his product and know it from top to bottom, but I haven't found any sales or advertising manual which gives due attention to the Thing Beyond."

The salesmen who travel the country for a large luggage manufacturer were sent one day some boxes of sample parts of trunks and travel bags. On opening the boxes they were to a man delighted. Two pieces of leather stitched together illustrated the manufacturer's peculiar method of securing unusual strength in the seams of his hand luggage. A decapitated handle of a Gladstone bag illustrated the remarkable care which he used in its construction. The bits of trunk "hardware" were most impressive. A corner cap displayed a form of construction which protected the wooden foundation of the trunk in a unique way against breakage. Samples of the duck covering for trunks were provided together with samples of inferior duck in com-

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mon use for purposes of comparison. In short, a wealth of talking points was supplied, and the sales force was very happy over the new equipment.

Exhibiting the contents of the boxes, new sales were closed in many cases. Then one day a thoughtful veteran made a discovery—and again we seem to have an example of selling the Thing Beyond.

By accident this salesman's box of samples was lost. His train was speeding toward a city where he hoped to sign up a big, important dealer. He had counted heavily on his sample parts—his physical and demonstrable points of superiority—so lately the focus point of his sales talk. Deprived of them, he began to use his imagination. Arriving at the city he signed up the dealer with completeness and dispatch. He never called on the home office for another set of samples.

NO SAMPLES NEEDED, WITH RIGHT VISION

At a sales convention held by the house a few months later, he volunteered in substance this story: "Fellows, I have given up the use of the samples. I haven't been using them for three months. I'm putting over the line like I never did before, and I think I'm seeing it bigger and selling it in a bigger way than I ever did before.

"I've quit being a sample case, a human catalogue and guide book on the manufacture of fine luggage. I'm selling a single idea, the idea of concentrating on the highest grade of luggage and thus attracting the highest grade of customers. That's all there is to it, but it's working fine. I say something like this to the dealer:

"Wouldn't you like to do business with the best folks in town?" Of course he always says yes. Then I say: 'You can do it if you handle my line in the right way.' He asks how. I always try to give him some of the best wrinkles in fixtures, lighting arrangements and store management that I have seen in going around. Then I talk our line good and hard. I show him how our varie-

ty makes it possible for him to carry complete stocks, dealing exclusively with us. I point out our strength in the high-grade items. I remind him that the high-grade families do the most traveling and buy the most luggage. I remind him that a high-grade family isn't content to worry along on one box trunk and a couple of bags, but buys a couple of wardrobe trunks, likes the sensation, takes on a boot trunk, hat trunk, steamer trunk, and several styles of bags. Also that they're not afraid to take up the fashionable novelties.

"I suggest that the best kind of an impression is made on this type of customer by a strictly high-grade showing on the floor rather than a mixture of high-grade and cheap-John stuff. I picture the pleasure and simplicity of doing business with high-grade people, how they don't shop around but find what they like (as they easily can in a representative assortment of our goods) and buy then and there. I paint a picture of a high-grade gang filling a high-grade store in quest of high-grade luggage. And 'high-grade' is as specific as I get in my selling talk. If the dealer asks about details, I say: 'Oh, you know us; whatever we make is high-grade. What do you care about the brand of paint we use on our trunks so long as it is high-grade?'"

In other words, this salesman sold the Thing Beyond—a business policy—something vastly bigger than the mere structural details of the merchandise.

And right there is another point illustrated about the Thing Beyond. Business is dreary only to the merchant who is grinding his nose against details all the time—puttering away at the little aspects of his work without seeing it as a large and simple whole. Into the petty complications of the day's business the traveling man who sells the Thing Beyond can often bring size and romance and opportunity where before there was only a mess and a headache.

I was talking a few days ago with a man who made a great success at selling popular priced automobiles. I have been told that

Up-to-the-minute religion

Fighting Infant Mortality and the Social Evil

IN Philadelphia, a little while ago, nearly a quarter of a million church members got together and started a campaign.

It wasn't a campaign to abolish cardplaying. Or dancing. Or Sunday baseball. Or tobacco. No—here are the objects for which these sane, practical Christians announced they they were going to fight.

- Lessening of infant mortality.
- Abolition of child labor.
- Sanitary housing conditions.
- Attractive social centers.
- Proper adjustment of wages.
- Suppression of the social evil.

This was no sporadic outbreak of enthusiasm. Church members every-

where today are similarly concerned with really *vital* issues.

All over America, church members form the most influential class in every community—families to whom religion means active, helpful *service*—men who are anxious to help their fellow-men and to make the world better for their children.

In 300,000 such families, The Christian Herald is a tremendous educative force. It interprets the news of the day from a sane, non-partisan, Christian standpoint. It keeps its readers in touch with the varied phases of modern life and thought.

Every one of these 300,000 alert, up-to-date subscribers *believes* in The Christian Herald. Every number—every page—is interesting and important to them.



THE CHRISTIAN HERALD

GRAHAM PATTERSON, Publisher

New York City

a Childs restaurant loses money if a patron eating ten cents' worth of food stays more than ten minutes, but I never heard before that a purchaser of an automobile was apt to be unprofitable if it took more than thirty minutes to sell him a car. This salesman pointed to a grizzled gentleman who with another gentleman was examining a chassis. "That man," he said, "has been asking questions about the details of the car for the last half hour. He's one of a fairly common type. He wants to know what kind of steel we use in all of our gears, how many teeth we cut in each one and why, how it is that the side members are a quarter of an inch deeper than on last year's model, how many bearings there are in each wheel and so on. He makes the worst kind of a customer. If he buys a car, the chances are that he will be running in every other day to bother us needlessly with fool questions about some detail that has nothing at all to do with driving or riding qualities. Before the year is up the profit on the sale will be eaten up by the time we have given him in gab-fests."

As the salesman talked on, it was apparent that he, too, recognized that the best sale was the one that is based upon the Thing Beyond. That is to say, he saw that the most satisfactory transaction was the sale and the purchase of an automobile that would deliver a certain amount of mileage with comfort and without undue rack and tear, rather than alternate peeps through a microscope by salesman and buyer at a mechanism containing thousands of parts.

A WOMAN'S STUDY REVEALED THE MISSING COPY APPEAL

A lady advertising writer came in to see me the other day and related this incident which is typical of a whole host of experiences in selling the Thing Beyond. It fell to her lot to prepare a series of advertisements for a stove manufacturer. The copy had always before been written by men. Looking over the past perform-

ances, however, the woman writer intuitively recognized the fact that a mistake had been made. The Thing itself had been sold while the Thing Beyond had been entirely overlooked. Previous advertisements had described the merchandise with great care until the dullest reader could fairly see the stove before him—or rather her—in all its details. The reader was invited to enjoy the sight of that grim exterior and revel in the symphony of cold and unsympathetic iron. The lady writer did not think that was enough to make the housewife lust to see the stove hold forth in her own kitchen along with the friendlier things of life like baking powder, butter, beef, chocolate, vanilla, sugar and such-like.

Studying the stove more closely, she found that certain features in its construction enabled it to bake better bread and cake than the average stove. And that was the Thing Beyond! Her copy was not about a stove but dwelt entirely on the new possibility of better bread and better cake. Needless to say the stove manufacturer is a happier man to-day because of her good sense.

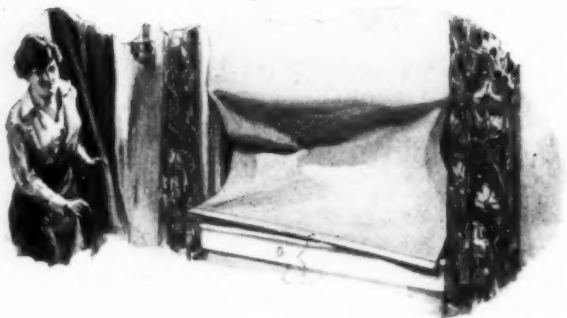
A southern branch manager for a nationally known house dealing in investment securities was relating his experiences. The branch has been open but a short time, yet in spite of strong and well established local competition and rather "cliquey" conditions in that city, the newcomer had already far outdistanced its rivals. Of course there was a Thing Beyond. In this case it was the aura, so to speak, of a famous man who had a large part in the destinies of that company. His views on conditions influencing investments were eagerly sought for. When the salesman called to dispose of stocks and bonds, many prospective customers would ask, "What does Mr. K. think of the soap strike—or the transportation situation—or the attitude of the administration toward something or other?" Now the securities which the salesman had to offer were not usually exclusive offerings of his house. But who else had a na-

"Just what does Bundscho do?" someone asks. "We can't quite tell from his advertising." Some answer: "He sets ads."

Others say: "He uses intelligence, insight, fine taste, good sense and an advertising experience anyone would be glad to have, in promoting the physical appearance of advertisements and of advertising literature, through typography." And get him to do it for them.



J. M. BUNDSCHO, Advertising Typographer
58 East Washington Street
CHICAGO



Retailers could not sell it—

Skillful salesmen placed the new product with the trade.

It was a new window shade material—definitely superior to others—made by a special process—proof against cracking and fading.

Wide-awake dealers who saw its advantages and possibilities at once gave orders to the salesmen.

But on their second visits the salesmen found *these original orders still in stock*. The dealers now complained that the new window shades *looked* just like other shades and that their customers would not pay the higher price.

These dealers were themselves convinced of the merits of the new material—but *they could not sell it*. They were unable to educate the public to use the superior product.

The manufacturer saw that he would have to carry his story direct to American housewives.

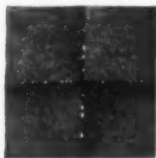
It was determined to do two things.

1. To name the material and mark the name on the edge so that the consumer could identify it.
2. To fix a definite percentage for advertising as a permanent policy.

This was twelve years ago—today Brenlin Window Shades are being used in American homes from coast to coast. Chas. W. Brennan & Co. has set a new standard in window shades.

In presenting to American women this product that "retailers could not sell" it has been the privilege of the J. Walter Thompson Company to work closely with the manufacturer. At our offices in New York, Chicago, Boston, Detroit or Cincinnati, we will be glad to discuss with you the special sales problems of your own product.

Ordinary window shade



Brenlin



Folding makes cracks and pinholes
in ordinary shade cloth—it
leaves Brenlin smooth and unbroken

J. WALTER THOMPSON COMPANY
New York

Chicago Boston Detroit Cincinnati

tionally-known Mr. K? Hence anyone representing the house with which Mr. K. was connected nearly always received a hearty welcome followed by a cross examination. Mr. K's views were the Thing Beyond which made the customer regard dealing with his company as that much more interesting and romantic and desirable. So great an asset is Mr. K. that private wires to all the branches keep the salesmen posted daily as to what he thinks about all topics likely to find a place in the day's conversation.

UNTOLD POSSIBILITIES FOR SALES TALK

A great thing about the Thing Beyond is that the salesman is far less apt to get talked out on it than when he talks only about the Thing sold. Suppose, for example, that the salesman is selling merchandise which is highly stabilized in design and manufacture. When once he has described it fully to the customer he is through with all that may be said in that direction.

But "Mr. K's advice" is fresh and interesting from day to day. A business policy idea—such as the "high-grade luggage store"—unfolds and expands every time it is talked about and gives the salesman hours of welcome instead of a brief chat and dismissal.

A machinery salesman, as he developed, grew so that he came to talk most interestingly about production problems instead of the details of the machine tools in his line. Manufacturers learned that they could consult him profitably about many manufacturing problems, securing advice which was fair and sound though it was apt to be somehow related to the purchase of new equipment which this salesman had to sell. "One interesting thing," said this man, "is that since I have developed this method of selling I rarely get into debates about details of design or have to answer a lot of fool questions. So long as I was talking specifications, the other fellow was always mentally analyzing them to see whether he approved or not and preferred to take the

negative attitude if he could. My selling was largely on a competitive basis and full of claims and comparisons. Now, my talk is on a much larger subject and the customer just naturally can't descend to little things."

There is a company of national standing which manufactures an article in common use but produces it in an uncommon way. This product is still one that is comparatively young as merchandise goes, though the field has grown rapidly and to-day many operate in it. About a year ago the manufacturer saw that the rapid perfection of production methods would soon make all goods of his kind relatively alike in their ability to perform. Due to certain natural advantages he knew that he would be able to perfect his product a little ahead of his competitors—but what then? He anticipated the future and while his competitors were still selling and advertising their growing perfection of manufacture, he talked handsomeness of finish—a Thing Beyond. To-day he is firmly entrenched in a position of leadership, though there are many who cannot quite figure out the reason why.

A belting manufacturer had sent some of its best salesmen to close a contract with a certain hard-shell buyer but without results. The belting was priced too high, the buyer said. The slight superiority of the belting did not warrant its distinctly higher price. Then an engineer of the belting company decided to try his hand. Getting the ear of the buyer he began to talk the cost of temporary shut-downs and showed how inferior belting frequently put whole batteries of machines temporarily out of commission, backing his talk with plenty of experiences to illustrate what he was saying. He made the sale. And instead of making it on that easily used word "quality," he made it on the Thing Beyond—uninterrupted operation, a subject close to the heart of the manufacturer in these days of high operating costs.

An advertising solicitor for a well known publication related a

More Than 2 to 1

The net paid circulation of

THE DES MOINES SUNDAY REGISTER

November 9th was

78,778

More than double that of any other Iowa
Sunday newspaper

78,778	Sunday, November 9th
78,642	" November 2nd
77,373	" October 26th
77,024	" October 19th
76,311	" October 12th
75,096	" October 5th
73,584	" September 28th
71,417	" September 21st

The Sunday Register covers Des Moines practically
100% and circulates all over Iowa.

8 Pages of Photogravure
Pictures Every Sunday

Representatives:

JOHN GLASS
Peoples Gas Bldg.
Chicago

I. A. KLEIN
Metropolitan Tower
New York

dramatic incident in connection with a sale of a Thing Beyond. A company which had been medium sized advertisers were suddenly converted to the idea that it would be wise for them to multiply their advertising appropriation many times in order to win undisputed leadership in their field. Their faith in mere space astonished the trade and competitors. One day to the horror of the magazine man, he found that a big illustration had in some manner been left out of a double page advertisement. In consternation he hurried off to call upon the advertiser. To his surprise, the advertiser, who had his eye on the high goal—the Thing Beyond—was hardly ruffled. "It's too bad," he agreed, "but we're getting the business beyond all our expectations, so what's the use of making a fuss over a detail like this?"

Admittedly, a sale goes best when there is some degree of intimacy established between the buyer and the seller. The product when sold only as a Thing but rarely brings this element into the sale. The Thing Beyond, however, more often brings into play a human touch which is highly effective.

A salesman idling about an Ohio town one Sunday saw his most desirable prospective customer motor by with a rosy wife and three rosier children. Dropping in the following day, the salesman exchanged some pleasantries and then remarked that he had seen the merchant and his family in their car the day before. Then he asked, "Don't you sometimes feel that your little family would get a lot more enjoyment out of a bigger car?"

"Of course," was the reply, "but business in this town doesn't warrant it—and never will, I guess."

The salesman had used all his selling ammunition many times before to prove that his particular line of goods could be sold in that size of town quite as well as in the larger cities, which was the point involved. He now used the same old talk but plussed it with a vivid picture of the larger car

which an increased turnover would warrant. The sale was made—on a Thing Beyond—a 124-inch wheel-base, bigger tires, more cylinders, more leg room.

The average merchant has always his share of petty worries. The new stenographer lays before him a batch of letters filled with misspelled trade terms. The office boy forgot to attach to that important letter a special delivery stamp. The best bookkeeper he ever had quits to marry. A much needed shipment has lost its way in transit. Enters the salesman for a Thing. Sixteen choice selling points are described in detail. The poor merchant is lugged mentally through the factory and crammed with comparisons.

Then comes the salesman for the Thing Beyond—still offering a product, but a product coupled with a vision, some kind of larger hope, or interest that lifts the transaction above the exchange of so much wood and metal for so much of the latest currency.

The Thing Beyond is a periscope, a pair of stilts, a telescope, a lift up onto broad shoulders, a view from the top of a high hill.

No wonder buyers like it!

"Hobo Day" Advertised in South Dakota

Brookings, S. D., a town which has a population of about 4,000, is growing interested in the "Hobo Day" celebration of the students of the University of South Dakota; for these students have turned to paid advertising in order to bring home their story. They have formulated their own advertising scheme and have made their own advertising. Some forty newspapers in the district, illustrated window cards, automobile hangers, informational postal cards, movie slides and lapel buttons have been used to bring the message across. Three years ago, the students undertook a similar advertising campaign, and obtained an attendance of 5,000 people at the football game which occurred in the afternoon of "Hobo Day."

M. R. Wallace is Western Manager of "Modern Priscilla"

Malcolm R. Wallace, who has been a member of the Chicago office of *Modern Priscilla*, Boston, has been made western manager of that publication. He will have his headquarters at Chicago.



**"Over a
Million"**

**STANDARDIZED
RAILROAD
CIRCULATION**

THE efforts of this organization have been devoted to unifying rates, classifying circulation, and to acquiring data so as to enable the advertiser and his agent to intelligently carry his message into the homes of this great group composed of the aristocrats of the labor field.

Duplication of circulation has been practically eliminated. Special service can be given class advertisers and space can now be bought as in one publication with a circulation of "over a million" at approximately a dollar a page a thousand.

No group of publications have a stronger editorial interest among their readers than do these magazines, many of whom have been used individually by national advertisers from twenty to thirty years.

Koch's List of Railroad Magazines

Home Office:
IRVING V. KOCH,
122 S. Michigan Ave.,
Chicago.



Eastern Office:
S. M. GOLDBERG,
303 Fifth Avenue,
New York City.

Collier's

THE NATIONAL WEEKLY



*The Standard Sport
Plug of the World*

They Have Always Met the Emergency

If you could get a composite expression on spark plug men's from the Society of Automotive Engineers it would be the highest tribute that could possibly be paid to A.C.

For these automotive engineers, know spark plugs. They know that throughout the history of the motor car industry there has always been an AC Spark Plug ready to meet each new engineering problem.

That is why the majority of manufacturers of high-grade motor cars have been using AC Spark Plugs for standard equipment year after year.

When the Government sought a reliable spark plug for aircraft service, army engineers submitted their problems to all spark plug makers. What was the result?

AC's were selected as standard equipment on all Liberty and Hispano-Suiza Airplane Motors. Here again AC met the emergency.

That's about all you need know about spark plugs.

You may be sure that the spark plugs which have met the exactions of these master engineers will serve you unfailingly also.

Champion Ignition Company, FLINT, Michigan

These manufacturers use AC Spark Plugs for factory equipment.

[illegible]

AC Spark Plugs and Collier's

The Champion Ignition Company has used more space to advertise AC Spark Plugs in Collier's than in any other general publication.

Collier's

THE NATIONAL WEEKLY

J. E. WILLIAMS, *Advertising Manager*

What do You Read?

A daily paper—possibly two or three. A few magazines. Now and then a book. Perhaps a trade paper that applies to your particular business. These constitute the normal reading diet of the average man.

But like every other man you have one favorite—it may be the Bible or a 5c weekly—so essentially an element in your life, so vital to your happiness, that it is part and parcel of your very existence.

Your Chicagoan is very much the same. He *may* read any one of the dozen or more publications you read, or any one of the six newspapers published in his city. But he *does* read one paper that is distinctly and peculiarly his own—that has, as far back as he can remember, been an integral, indispensable part of his every-day life.

That paper is The Chicago Daily News.

Every circulation statement attests this fact. There are nearly 100,000 *more* copies of The Daily News sold in Chicago and suburbs than any other week-day paper. Seven out of nine English-speaking people in Chicago read The Daily News every day.

Ask the next Chicagoan you meet what paper he would stick to if his choice were limited to one, and see what his answer will be. Then draw your conclusion as to the one Chicago paper. That, more than any other, is essential to any advertising campaign that is designed to sway *all* of the worth-while families in the great Chicago market.

THE CHICAGO DAILY NEWS

First in Chicago

Boys' Creative Instinct Basis of This Campaign

Arkansas Soft Pine Bureau Hits Upon a New Idea That Proves a Huge Success

By John B. Woods

BOYS are forever building things, as all of us can testify. And although many youthful enterprises go no further than a few mis-sawn boards and battered thumbs, there comes a time with nearly every youthful and enterprising lad when his instinct actually leads to the completion of tables and dog-houses and rafts for the swimming hole. With the wide-spread introduction of manual training in schools, the boy builder has become a national institution and as such he is a great market for boards and nails and carpenter tools.

The Arkansas Soft Pine Bureau, an organization devoted to the interests of the lumber from which it takes its name, has made a brief experiment in the realm of boydom with its advertising matter. Results were far beyond the expectation and uncovered the fact that as readers of advertising pages, the boys of this country are possessed of live curiosity. And they take their reading mighty seriously and respond promptly as well.

As a first step in this appeal, the Bureau compiled a booklet of plans, with simple instructions, to show the boy how to build nineteen or twenty different things for his play and for the house and yard. These items ranged from bow-guns to a twelve-foot row boat, and from a simple bench to a combination pigeon and bantam house. There were explicit directions governing every step of the work, and tables giving the exact quantity and quality of lumber required in each case. The arrangement was carefully thought out with that most eagerly desired of all things—a row boat—featuring the front cover. Two boys were nailing the bottom boards in place and they were such small

chaps that the natural assumption was that any two boys with a bit of gumption could go ahead and build just such a boat themselves. This booklet was entitled "The Boy's Own Builder." Inside there was a foreword under the caption, "The best wood for the boy who likes to build," and this foreword was a piece of appealing literature to the average prospect. The author confided in his readers that the men who manufacture this Soft Pine lumber used to be real boys themselves and know pretty well just the sort of things that young men like to build to use in their work and play. This wood, so he said, is almost as soft as the pine that grand-daddy used to work—the pine that came from up around Lake Michigan. And as a matter of truth, the writer was only using the words of a Government timber bulletin as a basis for his claim of softness, so he was not imposing upon boy credulity. To conclude, he suggested that beside using this pine for his own creations, the boy bear in mind that this material was just as fine for building houses as for smaller things, so that when his father began talking about a new house, he could call Dad's attention to the plans and building helps that this Bureau could furnish.

One advertisement was prepared. The boat-builder cover and a page showing stilts and spring board were used to focus attention. A few words of explanation and instructions followed, then the trade-mark of the product, and underneath all this, a coupon. This coupon asked for the boy's name and address, also the name and address of his lumber dealer. The intention was to send copy of the booklet to both the boy and his lumber friend, with

certain information and suggestions to the latter. This advertisement was run one time in three boy magazines and then the Bureau awaited response.

The first burst of returned coupons numbered more than 4,000. Boys from every state in this country and many Canadian provinces were attracted by the opportunity to build things they desired. And the greatest drawing feature was the row-boat! Some boys wrote to inquire where they could get this Soft Pine. They never had heard of it and wanted some quick so they could begin on that boat. Others stated that they already had laid in a stock from a dealer and now wanted the instructions in the booklet so they could begin work. From far off Russia came a request from a small American lad who wanted the builder book even though he could not get the pine lumber. The son of an Attaché of the American Legation at Peking, China, manifested the same desire and received his booklet as promptly as Trans-Pacific mail could carry it to him.

Appreciation came from unexpected quarters, also. Teachers of manual training departments of public schools in several of the larger cities wrote in to ask for copies of the booklet and stated that they considered this a highly valuable piece of educational literature. They had seen the advertisement in the boy magazines. It also appealed strongly to the Boy Scout organization of the whole United States—hundreds of requests came direct from the Boy Scout Masters in the various cities for as many copies as could be spared them for distribution to their companies of Boy Scouts. Several Carnegie Libraries requested copies for their files.

Now, of course, the final test of any such campaign is the effect it has upon the business of the man who retails the lumber. By requesting every boy to give the name of the dealer from whom he usually purchased his lumber, the Bureau was enabled to get in touch with these people and point out to them the market

which the advertising campaign was creating. The flood of appreciative letters from dealers all over the country indicated that the demand really was there.

The thing worked both ways. Many boys who had never seen the advertisement were shown copies of the book by their chums and immediately hiked to the lumber dealers and asked that they get them the lumber and the book at the same time. More than a hundred retail dealers wrote to the Bureau asking if supplies of the booklet could not be sent them for personal distribution to their boy friends. And the dealers, who have learned from past experience that lumber marked with the trade-mark advertised by this Bureau is dependable lumber, were only too glad to stock the material. In fact, most of them already carried it and were anxious to cater to the demand for small bills at a time when house building was prohibited by war conditions.

The idea of the Arkansas Soft Pine Bureau when planning this appeal to the boys was not that any great volume of direct sales would result. For several years this Bureau had been conducting an extensive educational campaign in standard magazines throughout the country, and the expedition into boydom was simply a special phase of the larger campaign. The directors know that the big plan is a success, they are enlarging its scope each year, and they know also that most of the minor phases have brought satisfactory results. Naturally the manner in which they judge each of these smaller campaigns is by the direct response from the reading public and from the retailers who are called upon for the materials advertised. Judging it upon this basis and comparing it with all other efforts, the appeal to the younger Americans is far and away the most effective of any the Bureau ever has made. And of course the new friendships just made in this way will be cultivated as time goes on so that the product may be of use to these boys after they become men.

The Editorial Advertisement: a Creator of Confidence

Marshall Field & Company Have an Interesting New Copy Note

By Hinton Gilmore

THE editorial note is coming into constantly increasing prominence in advertising, one of the important pioneers in this broader conception of publicity being the department store of Marshall Field & Company of Chicago.

The advertising policy of this establishment, in keeping with its general merchandising policy, has always been well in the foreground of department store publicity. Despite the conservative tone of its announcements, the store has constantly depended upon its advertising department for the fresh, crisp commercial point of view, emphasized by a human interest touch that most department stores fail to include in their newspaper space.

Lately there has grown into the advertising concepts of this big Chicago store a vigorous new phase which gives special emphasis to the editorial view-point. Opinions, suggestions and philosophies, advanced from the editorial point of view have been more and more employed to add interest and crisp freshness to the advertising. A newspaper man—one of the old George Ade, Finley Peter Dunne, Brand Whitlock regime in Chicago—has lately been added to the advertising staff and it is his special province to lend the editorial tendency.

One of the interesting departures from the time honored methods of proclaiming department store offerings is the brief, editorial announcement, attractively displayed, calling attention to Marshall Field & Company advertising in general. These editorial-advertisements make no attempt at direct sale. Their aim is merely to catch the attention of the reader and direct it, if the reader so desires, to the larger advertisements of the store displayed elsewhere in the paper.

These advertisements, uniform in size and typographic treatment, appear at intervals throughout the week in the daily newspapers in which the larger announcements of the store also appear. They are polite introductions. They serve, in a delightful manner, to acquaint the reader with the gen-



Our Hand Shake

A STORE never gets too big to hide its human-ness.

The personal element will ever be the most vital.

With thousands of guests in our business home daily we can but shake hands with you in spirit.

Our newspaper announcements are our "Good Mornings."

We greet you today on page 5.

**MARSHALL FIELD
& COMPANY**

A FORETASTE OF THE STORE ITSELF IN A SIMPLE, SMALL-SIZED ADVERTISEMENT

eral tone and policies of the store. If after such a pleasant introduction, the reader desires to inspect the main advertising of the store, the location of the advertisement is usually indicated. If he merely reads the little editorial, failing to act on the suggestion that the general advertisements are of special interest, he must nevertheless form the instant opinion that

the Marshall Field & Company advertising is a bit different in tone from that of other stores. He must naturally conclude that the store is different from other stores in many other particulars.

The editorial-advertisements serve quite another purpose, from which all advertisers profit. They draw attention to the fact that advertisements are newsy; that the newspaper without advertising is only half a newspaper. They point out that the human interest is often more readily found in advertising than in the news columns, that the needs supplied by a great department store are as close in interest as most of the non-commercial conditions of life.

They show that it is profitable to read advertising announcements; that it is, in fact, almost a daily necessity to be well posted on advertising announcements in view of the hardships contingent upon advanced living costs in all parts of the country.

In general, the advertisements are adaptable to the expression of many views and opinions. They serve to acquaint the public with the store and to secure for the store's commercial advertising a more friendly and a more receptive audience.

But the editorial trend does not end with these friendly indicators—it extends to the advertising of the merchandise which the store may be offering at a given day. Couched in these advertisements will be found the same editorial views, touching upon the merchandising policies of the store and its constant desire to broaden its service to the public through honest, four square merchandising.

An editorial thought from a recent page advertisement will suggest the general trend:—

"The promise we make to a customer is a solemn contract which we are in duty bound to make good at any cost or effort, except under circumstances over which we have no control.

"All our promises are made with this fact clearly in mind, and failure, by neglect or delay is unpardonable.

"If we are ever unable to fulfill

our contract, make good our word, or keep our promise, it is our unvarying rule that the customer must be notified, preferably by telephone, as early as possible prior to the time agreed.

"To neglect to give such notice, and let the time pass, doubles the offense of failure to keep our word."

The editorial style of advertising is not sufficiently direct to make possible a close analysis of the accruing benefits. It must be taken on faith. The interest occasioned by the departure has been sufficiently direct, however, to convince the advertising authorities of the company that such advertising is seen, read, appreciated and followed by a large number of people.

American Commerce Chambers in Foreign Countries Urged to Unite

The Foreign Trade Department of the San Francisco Chamber of Commerce has proposed to all American Chambers of Commerce established in foreign countries that these organizations unite themselves into a central working body and that the foreign trade department of the San Francisco Chamber of Commerce be made intermediary for the purpose of keeping American manufacturers and shippers in touch with foreign markets.

The American Chamber of Commerce abroad, which have been informed of the plan by the San Francisco Chamber of Commerce are: The American Chambers at Paris, London, The Netherlands and her colonies, Amsterdam, Naples, Milan, Barcelona, Salonika, Mexico City, Buenos Aires, Rio de Janeiro, Cape Town, Shanghai, Tientsin, Manila, Valparaiso, Barranquilla, Tampico and Havana.

Ad Club Formed at Hutchinson, Kansas

An advertising club to be known as the Hutchinson Ad Club, was formed at Hutchinson, Kansas, on October 27. William S. Cady, advertising manager of the *Hutchinson News*, was made president; Charles Claus, of the Hutchinson Office Supply Company, secretary; and L. Paul Rathfon, was appointed director of publicity of the new club.

Stewart-Warner Earnings

Stewart-Warner Speedometer Corporation, Chicago, for the three months ended September 30, 1919, earned \$1,111,857, and for the nine months ending September 30, earned \$2,348,740.

If you were to ask
most any intelligent Philadelphian
how to make your advertising
do you the most good
in Philadelphia,
the reply undoubtedly would be:
"Put it in the Bulletin."

Dominate Philadelphia

Create maximum impression at one cost
by concentrating in the newspaper "nearly
everybody" reads—

The Bulletin

*Net paid average for
six months ending
October 1, 1919*

446,311

*Copies
a
day*

No prize, premium, coupon or other artificial circulation
stimulation methods have ever been used by "The Bulletin."



When McCALL STREET Goes to Market

A MILLION, five hundred thousand baskets, each containing at least half a dozen purchases, would be a moderate estimate of McCall Street's daily marketing.

Think of it! Think of the gigantic market basket it would take to hold 8,500,000 separate DAILY purchases of Spices, Baking Powder, Crackers, Preserves,

McCALL'S MAGAZINE

Smoked Meat, Soft Drinks, Extracts and all the other things the thrifty housewife buys.

This vast quantity of household necessities supplies the daily needs of the dwellers on the longest street in the world. For if the houses of McCall's Magazine readers were on a single street, only twenty-five feet apart, they would line a thoroughfare stretching from Boston to San Diego.



If a million and a half families who subscribe for McCall's Magazine all lived on a single street in homes only 25 feet apart, the houses would line both sides of a roadway from Boston to San Diego.

Some of the housewives of McCall Street go to market, basket on arm. Some select their goods and have them sent. Others telephone for what they want. But each and every one has the same buying suggestion—McCall's Magazine.

And McCall Street's tremendous market basket overflows with goods advertised in McCall's Magazine, because the women who enjoy McCall's splendid

McCALL'S MAGAZINE

fiction, its authoritative fashions, its vitally important household articles, cannot fail to be guided in their daily shopping by the timely messages which McCall's advertisers present to them.

THE McCALL COMPANY

236-250 West 37th Street, New York City

CHICAGO SAN FRANCISCO BOSTON ATLANTA TORONTO

F R E Y

Years of successful experience have pretty well demonstrated the efficiency of Frey service in putting 100 per cent attention-value into advertising. The ability to do so is not common, and the cost of white space makes it increasingly important.



CHARLES DANIEL
FREY COMPANY

Advertising Illustrations

104 MICHIGAN AVENUE • SOUTH
CHICAGO

A "Tribunal" That Keeps Salesmen from Stepping on One Another's Territorial Toes

Cleveland Macaroni Co. Has Court for Settling Sales Agents' Disputes

KEEPING exclusive selling agents from stepping on one another's territorial toes is one of the most delicate tasks that the sales director of a company has to handle. Everyone who has gone through the experience knows this only too well.

Salesmen are always jealous of their territorial rights, and justly so. His territory is the salesman's meal ticket. Taking part of it away from him or letting some rival cut in on it, has about the same effect on the sensitive nerves of the salesman as though he were asked to get along on only two meals a day. There is nothing that will so quickly destroy a salesman's morale and kill his confidence in the fairness of his house as to interfere *arbitrarily* with his territory.

Rare is the house where these territorial clashes do not come up occasionally. They are inevitable. Few companies can run along indefinitely without making some changes in their sales territories. But no matter how justly the company tries to make these alterations in the selling fields of its representatives, some salesmen are bound to declare that they have been dealt with unfairly. The adjustment of these grievances always tries the diplomacy of the sales manager.

Many sales managers would be glad to shift to some other shoulders the responsibility of adjusting these difficulties that arise out of the allotting of sales rights. It is one part of their jobs that they could pleasantly dispense with. But who wants to assume the responsibility? The work rightfully belongs to the sales head of the business. He is the one that has the authority, presumably based on knowledge of the facts, to make decisions in such cases.

Therefore, he is usually the one that has to stand the gaff.

But supposing the sales manager, whenever he gets into a deadlock in making these adjustments, could turn the whole problem over to an impartial "Tribunal" to pass on the facts and to render a decision just as a court does in an action at law. All will concur that this would be an agreeable way to pass the buck, but at the same time will ask where to find the tribunal. The answer is—organize one among your sales agents.

That is what the Cleveland Macaroni Company did. Back in 1916, there was created at a general meeting of the selling agents, a tribunal whose work is "to consider the various important matters relating to both the manufacturers' interests as well as the selling interests in building up business for Golden Age Macaroni," as W. C. D'Arcy expressed it in describing the plan to PRINTERS' INK.

COMMITTEE OF BROKERS WEIGH FELLOW BROKERS' COMPLAINTS

This company sells its products through merchandise brokers, located in strategic centers throughout the country. These men are called "Golden Agers," after the name of the well known brand of this concern. The forming of this tribunal was an innovation that has turned out even better than was anticipated.

"It was," as Mr. D'Arcy says, "the dawn of a new policy and established a foundation that has meant well and has built well and has had far significance with the trade. Until some problem came to the surface that went to the root of things, this tribunal really was something that existed for dignity, without due performance

but recently a matter was brought to their attention that involved the constitutional rights of both parties. The hearing was in regular accordance with the constitution and the functioning of the tribunal was definitely made operative."

In telling about this recent decision of the tribunal we can do no better than to quote the actual papers in the case, which were sent out to all "Golden Ager," describing the outcome of the trial. They were prepared in true legal fashion. The fly leaf bore this inscription: "The Golden Age of Merchandising.

The Cleveland Macaroni Company
vs.

One of its Selling Agents-Brokers
Session of the Golden Age
Tribunal
Cleveland, Ohio, September 24,
1919."

The decision was sent out from St. Louis, where is located Louis Hilfer, of the Louis Hilfer Company, and who is chairman of the tribunal. The decision itself read: "To All Golden Ager:

On September 24, 1919, your Tribunal was called upon for the first time, since its inception, to decide whether or not a Golden Ager was to continue as such. Your Tribunal has been in existence for three years, but at previous meetings only matters of minor importance such as disputes relative to territorial adjustments, etc., were submitted.

"Your principals, The Cleveland Macaroni Company, unsolicited, authorized you to elect three Golden Ager to act as a Tribunal having the powers of a Court of Final Appeal in the settlement of any controversy which might arise between the Company and its Agents-Brokers.

"Of all Manufacturers employing Selling Agents, or Brokers, The Cleveland Macaroni Company was the first, and is probably to-day the only Company who employs such an extremely liberal policy.

"It is not of infrequent occurrence that a Sales Agent or Broker is confronted with the sad experience of losing an account or agency, without valid reason,

and at times through unjust and arbitrary action of principals, and we therefore doubly appreciate the importance of this liberal commercial history making policy instituted by The Cleveland Macaroni Company.

"With new accounts it is not uncommon for a broker to make liberal investment of time and money in the development of the business, with the confident belief that future results will fully recompense him for his efforts. This is but natural. The successful merchandising agency and broker must be constructionists—business builders—must plan and build for the present, but more so for the future.

"In the case recently decided, the Golden Ager had expended much time and money in the development of the account, and these facts very much influenced the decision of your Tribunal.

"The Case. Briefly.

"Charges were preferred by The Cleveland Macaroni Company that the two essentials, viz:

First—mutually pleasant relations,

Second—mutually profitable relations,

were no longer existent between them and the defendant.

"Defendant's Claim:

First—Existence of verbal contract,

Second—Attempted curtailment of territory, Refusal of re-imbursement for certain services rendered, and adjustment of specified claims.

"The unanimous decision of the Tribunal:

"The Defendant was requested and did withdraw all of his charges for alleged unpaid commissions, territorial and contractual obligations, and pledged himself to a mutually profitable development of the business.

"The Cleveland Macaroni Company voluntarily assumed re-imbursement of certain defendant's financial claims, and withdrew its previous demand for resignation.

"Your Tribunal found that, in commanding, instead of requesting the resignation of the Golden Ager, and in appointing a suc-

cessor, temporarily or otherwise, The Cleveland Macaroni Company erred. A Golden Ager always has the privilege, should his resignation be demanded at any time, to appeal to the Tribunal for final decision before further action can be taken by the Company.

"Time does not permit to go more fully into details of the case, your Tribunal, however, wishes to state that all its rulings and decisions have been unanimous.

"Commercial history has been made. This, no doubt, is the first case of its kind in the annals of business. No manufacturer could be more fair, more reasonable. The foundation laid thereby is the corner stone of permanent, mutually profitable and pleasant business relation existing between Manufacturers and their Sales Agents, breathing the very spirit of co-operation and of the 'Golden Age,' a shining example for others to follow."

Besides being signed by Mr. Hilfer, the chairman, the decision

bore the names of the other members of the tribunal, L. J. Donelson, of Memphis, Tenn., and J. C. Hoyle, of Washington, D. C.

One does not need to have much of an insight into the mental processes of salesmen to realize the tonic effect the receipt of such a document must have had on them. "With that tribunal on the job," we can imagine them reasoning, "there is no danger of anything unfair being put over on us."

Kohn Mfg. Co. Account With Sherman & Bryan

The Kohn Manufacturing Co., Bradford, Penn., maker of service overalls and one-piece suits, has put its advertising account in the hands of Sherman & Bryan, Incorporated, advertising agency, New York. An advertising campaign has been undertaken, and orders are now being placed.

Miss Florence Burchard Joins Tracy-Parry

Florence Burchard, who has been advertising manager of Haas Bros., New York, is now a member of the New York staff of the Tracy-Parry Co., Inc., Philadelphia.

The George L. Dyer Company 42 Broadway New York



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

Advertising as Means of Bringing Together Extremists on Social Question

Billiard Associations Formed to Purge Game of Evils and Sell Public on the Rehabilitated Pool Room

ADVERTISING is going to have a great deal to do in delivering this country from the extremists who would have us go back to Puritan days when it was a crime for a man to kiss his wife on Sunday—also from those other extremists who favor all sorts of free and easy practices under the guise of "personal liberty."

When the country went dry the liquor people immediately protested against a condition whereby "a few fanatics" could dictate to people what their personal habits should be. A great many level headed men are willing to admit that the liquor element is not altogether wrong in this contention. They agree pretty much with the liquor element in its estimate of certain professional reformers—many of whom doubtless could not make a living if they had to depend upon holding down a regular job.

But it must not be forgotten that prohibition was not fastened upon the country by these so-called fanatics. It is conceded on every hand that among those responsible for prohibition's success is numbered many and many a man who favors temperance rather than prohibition. There were abuses which need not be recounted here. And these were held up before the voters in such a way that the saloon rapidly lost ground. The radical prohibition element, in a word, had the better of the advertising argument. These people sold prohibition to the country and the opposing side was lax or misguided in its publicity efforts.

There was so much ill temper, prejudice and lack of charity on each side that honors were about even in these respects. Neither side would attribute to the other motives that were in any way worthy. But the "drys" were clever enough to hook up to their arguments the issue of morality, decency and a lot

of other things. These arguments, which were met mainly by abuse from the opposing side, carried the day.

Well, let the saloon stay dead and buried. Weep or smile as best suits your inclinations. The people after a long period of years were finally sold into that idea.

Out of all this have come some new conceptions of what advertising can do in the way of preserving people's rights along certain challenged lines and also in the elimination of abuses and evils that may place those rights in jeopardy.

THE OCCASION FOR MANUFACTURER'S ALARM

There are few people to-day who would insist on barring billiard tables in a Y. M. C. A. building or in a Knights of Columbus clubroom. Yet that is just what has happened in the state of Texas.

It was ascertained that the pool rooms in Texas had much to do with the delinquency of certain young men. The downfall of a number could be traced to the first lessons in crime they received from their poolroom associates. Some poolrooms became vicious loafing places in which the billiard tables were merely covers for gambling and other evils.

The state legislature was induced to pass a law forbidding the operation of billiard tables when a fee was charged or in any place where anything was sold or given away. The law is so all-inclusive that about the only place a billiard table is legal according to its provisions is in a private home.

Instead of calling the reformers names the billiard interests were businesslike enough to recognize that there were reasons for this drastic law. Billiards is a game—a clean sport yielding mental and physical benefits. Yet in many



Use Color

The advertiser who secures color representation in THE PEOPLE'S HOME JOURNAL combines in his announcement the attraction of beauty, the certainty of a responsive audience and the sales-producing potency of an All-the-Family appeal.

The People's Home Journal
NEW YORK

For 34 Years the Magazine for Every Member of the Family

We Do Those Things That Can't Be Done

IF YOU have a problem in printing that others say cannot be done bring it around. We will do it if you will pay the bill.

Keeping Forms Open To the Last Minute

and realizing on those advertisements that come in too late is one of our specialties.

We will surprise you if you have a problem worth solving. We will show you the solution whether it be time, service or beauty of execution.

Just figure, nearly two acres covered with machinery and masters of the printing art

TO DO THOSE THINGS
THAT CAN'T BE DONE

Charles Francis Press

PRINTING CRAFTS BUILDING
461 Eighth Avenue, New York City

Telephone 3210 Greeley

places in Texas it was made a shield for undesirable things. Consequently it had to go.

The billiard people, aided by the Y. A. C. A., the Knights of Columbus and business organizations, secured an injunction from a federal court holding up the enforcement of the law until its standing could be determined legally. Simultaneously an advertising campaign was started with the double purpose of showing the people the benefits of a billiard room cleanly conducted and also to drive the other kind out of business.

This movement has spread to other states. It is backed by manufacturers of billiard equipment who are actuated of course by commercial reasons and by business men generally who want the game preserved because they like it and want to play it.

Billiard associations have been organized in Tennessee, Arkansas, Missouri, Michigan and Illinois, with organizations soon to come in Ohio, Pennsylvania and other states. The intention is ultimately to form a national organization, the purpose of which will be to keep the game as near one hundred per cent clean as possible and to sell the people upon that fact.

The state organizations have been formed in the fear that what has been done in Texas and in certain parts of Arkansas might be duplicated in other states.

A striking feature of the advertising campaign—a campaign it rightfully can be called despite its unique features—is its absolute good temper, its fairness and its courage. It admits freely that abuses have existed and says in so many words that its purpose is to strike the happy mean between the radical reformer, on the one hand, who would stop the game entirely, and between the billiard parlor proprietor, on the other, who does not run a clean place.

ONE STATE ASSOCIATION AND HOW IT WORKS

An example of the way these state associations work is shown by the operations of the Illinois billiard organization.

The avowed object of the association as set forth in its advertis-

ing matter is to co-operate for the benefit of the billiard game, the billiard player, the keeper of the billiard parlor and everybody else concerned.

The first step was to secure as many members as possible so as to be able to present an organized front in case any of the threatened attacks upon the game materialize in the legislature. The printed matter explaining the object of the association was sent to every athletic club, every local Y. M. C. A., every billiard parlor, and wherever the game was played. The object was to cover the state and get the message to every billiard player in the quickest time possible. The organization has been in operation only since last July but already close to 200,000 members have been secured. The object is to get ten player members for each table used in the state and then to have each player secure at least five more members. This will give the association a membership in excess of a million—quite a power, politically or otherwise, if it sticks together.

The publicity plan contemplates the use of space in publications reaching the billiard trade. Also direct advertising matter boosting the association and its objects will be sent out by manufacturers and dealers in billiard room equipment and material.

A close working arrangement has been affected with the Juvenile Protective Association of Chicago and various social settlements in that city and in other Illinois communities.

An instance of this co-operation: The Juvenile Protective Association recently completed a three months' study of 400 pool rooms and concluded that radical improvements were necessary in these commercialized halls of recreation if they were to be made safe for Chicago boys.

In more than twenty-five per cent of the poolrooms visited gambling was observed. In nineteen halls immoral or disorderly conduct was noted. In four halls liquor was sold illegally. Thirty-one had not complied with the license provisions and in fifteen the sanitary conditions were such that reports were sent to the Board of Health.

The billiard association noted the names of the offenders and notified them that they must rectify the offending conditions immediately or that the association would render the police authorities every assistance looking toward the permanent closing of the halls. In addition to this representatives of the association make personal investigations. When questionable conditions are found the first step is to warn the proprietor. The next step is to notify the police.

PLACARDS HELPING TO CLEAN UP THE GAME

The association supplies its billiard hall members with large placards to put up in their places of business and thus further the propaganda.

One placard is headed "Stop Public Gambling." It says that the billiard hall displaying the sign refuses to allow public gambling on its premises because it is against the law, against the game and against sportsmanship.

Other cards contain appeals to billiard players to help keep the game among the clean sports. Then there are prominently printed notices to the effect that, in accordance with the state law, minors are not allowed on the premises at any time.

All this is designed primarily to influence public opinion in behalf of the billiard game and to make the billiard hall proprietors worthy of the public's confidence. Another angle of the advertising will be to sell the game to non-players. Through an institutional advertising plan, arguments will be made to the business man along the line of the benefits that can come to him through using billiards to enable him to dismiss the worries of a busy day that may hang heavily upon his mind of an evening.

"Visit a billiard parlor," says the advertisement. "Smoke a good cigar. Play a game of billiards. Mix and mingle with other gentlemen of your type. You will be surprised at the difference. Patronize billiard parlors that are clean and attractive and that do not cater to the rough element."

"In utilizing advertising to put across the message in behalf of a

better and cleaner billiard game we are sure we are on the right track," T. B. Wadleigh, secretary of the association said to **PRINTERS' INK**. "We are determined that at all costs the billiard game must be made clean. We are convinced that the business people of the country will be behind us in this. But we have to get the message to them. This cannot be done by agitation or calling names. The thing to do is to make sure that the game is clean and then spread the message abroad by means of the printed word."

New England Ad Clubs Form Association

The New England Association of Advertising Clubs, has been formed at Boston for the purposes of making possible a better interchange of speakers and ideas, creation of other advertising clubs throughout New England, and the co-operation of clubs in the matters of education and better business. The members of this association are: Pilgrim Publicity Association of Boston; Town Criers of Rhode Island; Worcester Publicity Club; and Old Colony Advertising Club of Brockton.

H. Wesley Curtis, member of the Pilgrim Publicity Association, Boston, has been made president of the new association; and George W. Danielson, of the Town Criers of Rhode Island, has been made secretary and treasurer. A membership invitation has been issued to all existing advertising clubs in New England.

Foreign Trade Course at Harvard

A special chair of foreign trade has been created at the Graduate School of Business Administration at Harvard University. A general course in foreign trade will be given by Prof. G. B. Rorbach, formerly of the University of Pennsylvania. The course will deal with the underlying principles of foreign commerce, and will include a study of world markets, especially as they apply to American import and export trade; the methods by which foreign trade is carried on and the technical problems connected therewith; and a course in European trade.

Advertising Course at Harlem High School

A course in advertising and salesmanship has been established at the Harlem Evening High School, New York. Classes meet three nights a week, and are open to both men and women. The high school authorities have formed an advertising and sales club in addition to this course in order to give further opportunity to students interested in advertising and selling.

"Any negation, whether it be called imperialism or internationalism, which moves to destroy the nations will be like that Iconoclasm which once moved out of the East to destroy the statues of civilization, for the great nations are the world's really great works of art."

DEMOCRACY VS. DIPLOMACY

By
SIR GILBERT K.
CHESTERTON

In
Hearst's for November

Hearst's Magazine has more contributors—authors, illustrators and special writers—listed in WHO'S WHO IN ENGLAND and WHO'S WHO IN AMERICA than any other magazine.

Have you read a copy lately?



CULTURAL PUBLISHERS ASSOCIATION
Home Office: 70 West Monroe St. Chicago Ill.

YS, OCTOBER 27, 28, 29, WERE
AYS FOR FARM ADVERTISING

Advertises made a unique and highly educational display. Addresses were made each day by men of national prominence. Numerous guests have come in for its repetition in other localities. Nothing, however, has been decided except before the Advertising Clubs of the World Convention at New Orleans and again here in Chicago. will be staged. LIVES in the past will have brought to them the most conclusive proof of THE BUYING POWER OF THE FARMER. It is the hand of largeness of the Farm Market for general advertisers and the possibilities of the agricultural press in Chicago, and themes as vital to the needs of the hour will be discussed at the noon-day conferences. It is relatively this NEW YORK CONFERENCE AND EXHIBIT.

PUBLISHERS ASSOCIATION
CHICAGO, ILLINOIS

[illegible]



COUNSEL, ART AND TYPOGRAPHY
FOR ADVERTISERS

*We require the services, at once,
of several Illustrators*

who are in a position to show that they can measure up to the exacting requirements of our clients, most of whom are among the largest and most discriminating national advertisers.

Only men of established reputation or demonstrated super-ability will be considered; and of these we believe there is none so well placed that it may not be to his advantage to get in touch with us.

This is an unusual opportunity to become associated with an art organization that is strong enough to choose its work, rejecting all commissions that lack satisfactory scope for the highest artistic effort, and that at the same time is broad enough to allow its individual members to sign their work.

The members of this organization work *with* Myron C.

Perley, Fred S. Bertsch and Oswald Cooper rather than for them, on terms that involve no sacrifice of personal independence or reputation, but rather an ideal field for the development of both.

To men who can qualify, we offer an ideal working environment with a minimum of restriction, liberal compensation and unlimited opportunities for further artistic and financial growth.

Ours is at present the most rapidly growing art organization in America, and it is the *only* organization equipped to Illustrate, Design, Letter and Set *complete* advertisements.

PERLEY, BERTSCH
& COOPER

59 East Van Buren Street • Chicago

Stocking the Retailer Is Only Half of the Selling Job

It Takes Advertising to Finish It

By W. R. Hotchkin

Ten Years Advertising Manager for John Wanamaker, New York

THE well-tacked map is the delight of the modern sales manager. He lives in it—dreams about it; curses it, and has the happiest moments of his life when he can stick in new black tacks to indicate other dealers stocked with his commodity.

When that black tack goes crunching into the board, his remark has all the joy and unction that reminds me of a friend of mine who went abroad on the same boat some years ago. We played bridge as partners. He said he played, and I found that he enjoyed it hugely. Strangely, I did not—with him. If he had a king and several other low cards, without the ace, he always led the king, and when our opponents' ace gobbled it up, he would chortle with delight and say:

"There—that's out of the way!"

So, when the black tack goes into the map most sales managers have the same joyous feeling: "There—that's out of the way!" That town is sold; so we can forget it and travel on to other conquests. The idea being that the dealer has taken the chance—put his own money into the goods and will now have to sell the goods to save his own skin!

But it is most amazing to realize the thickness and lack of sense of pain that exists in the epidermis of ninety-nine dealers out of a hundred! The next time the salesman goes around—maybe three months later—he may find that not a single item has been sold. You might expect the dealer to be worrying about it, and wanting to make some strenuous effort to push the goods to sale. Nothing of the sort. His whole reaction is summed up in the laconic statement:

"Our folks don't seem to want the stuff."

But he doesn't worry a little bit. Neither does he ever, by any chance, buy another dollar's worth of the goods, no matter if your salesman talks his head off every few weeks, and tells him how well the goods are selling in other towns.

Nothing doing. He's tried it, and he knows.

So that little black tack should also have a little streamer of crepe dangling from it. "That's out of the way," for good and fair. The dealer wakes up some day—cuts the price on your goods; gets part of his money back; proves to himself and the other dealers in the town that your goods are no good, for that town at least, and the injunction is made permanent.

A TERRITORY LOST AND GONE FOREVER

Your salesman works on the other dealers in the town; but they will say: "Yes; that's the stuff that Jones tried out and had to get rid of at half price. Guess I'll not get stuck on it. So-and-so sells better here."

So little black tacks begin to really represent the tomb-stones over dealers that died and paid funeral expenses over your goods, because you starved them to death!

Now Advertising is the food that puts the red corpuscles of life into the selling of any commodity. True—many commodities such as sugar, flour, coal and other necessities of life, will sell without any advertising, if you don't care what label is on the kind the people buy; but even necessities of life will not sell in as large quantities without advertising as they will with good advertising.

Right here, ninety-nine out of a hundred manufacturers and sales managers will doubtless say: "We know it—why talk about it?" They glow with the fact that their adver-

tising "covers the continent," but unless it covers the locality in which the goods are for sale the black tack may be doing the duty of a tombstone.

Some sales managers put a black cross, or a blue cross, or a yellow cross, on the map to indicate certain things wanted in the territory indicated. But the thing that the black tack country needs quick is a red cross of first aid and loving care.

No mother would abandon a child that she had any interest in, to a step-mother, or a nurse, without some idea as to whether the milk bottle was going to be regularly filled or not.

But this child of your brain—this product of your factory—that you not only send out to be sold today, but which you wish to sell continuously, again and again, and for which you wish to make unlimited friends, you are willing to sell to the dealer, and let its whole future life depend on his work for it!

THE TIME FOR LOCAL TREATMENT

When the black tack goes into the board—when the dealer is stocked with your goods—the time for your most important work has just begun!

Your goods are on exhibition in that community. The dealer has just received them and will be glad to show and sell them to any one who expresses interest in them. They are new to the sales people and they will doubtless show some enthusiasm about them. At least they realize that they are not old stuff that they have tried to sell and couldn't. Everything is in your favor. Time just waits for you—your well known friend, the psychological moment!

Now, as you think about it, what would you do?

I should be eager to get a good, live advertisement in the local newspaper—naming the store that had my goods on sale. Easy. Just a little mortise in the standard electrotype, for the local newspaper to set the name of the dealer in the right place. Then people would not only become interested in the goods (if my advertising

was any good) but they would know just where to buy the goods, in their home-town store, at a moment when I was sure that the goods were in stock, and that the dealer hadn't forgot them.

I should thus make quick demand for the goods—impress the dealer with the fact that the goods would sell—had sold—and he would be ready to "talk turkey" to my salesman when he called the next time.

But, I shouldn't abandon my baby then, because he had grown an inch. I shouldn't be satisfied with having secured a "quick demand." I should stay right on the job, and maintain a continuous demand, in every black tack community on the map. If I had to stick a piece of crepe under any black tack, I would know that my goods didn't satisfy the people; that my price was not right; that my competitors had me beaten; that my local advertising was not right; or that I hadn't properly educated the dealer and his salespeople about my goods, and I should find the disease and the cure!

I should hope never to have a sales manager who was addicted to black tack contentment. It is blood brother to the sleeping sickness and almost as deadly to the healthy distribution of any commodity.

It may be neither necessary nor wise to send a representative to every community where one's goods are sold, to push it and advertise it. In fact some kinds of goods will sell very well without such special care; but all goods will sell better and some will sell in many times the present healthy quantities, with more direct selling aid on the part of the manufacturer.

It simply requires an intelligently complete selling and advertising campaign, that is so synchronized that all parts function as intelligently as though the goods were made by the right hand and sold by the left.

It means that efficiency and common sense shall take the place of friction and superstition. That co-operation that shall displace

The Paper that knows the Market Is the Paper that Covers the Field

INGENIERIA INTERNACIONAL, the McGraw-Hill Spanish engineering publication, wants no advertiser who is not satisfied that in the twenty-two countries of Latin-America and Spain there is a great and growing market for his products.

The engineers and industrial executives of these countries know, read and respect the paper and the paper knows them, their needs and their problems

INGENIERIA INTERNACIONAL will discuss with any manufacturer of engineering or industrial equipment the market for his product, how it can be developed, and how to hold the business after he has it.

INGENIERIA INTERNACIONAL knows the market and, appreciating it, knows how to cover it, so as to serve reader and advertiser best.

Can your product be sold in Chile, Argentina, Cuba, Spain?

Write the research department of

INGENIERIA INTERNACIONAL

**Tenth Avenue at 36th Street
NEW YORK**

One of the Eleven McGraw-Hill Publications

department jealousy. That no department of the business shall be sufficient unto itself; but all shall work together for the good of all. That the production manager, the sales manager, the advertising manager, the advertising agent shall do their earnest, honest utmost to sell more goods, to make a bigger name and to establish a larger good-will for the product.

It means that nobody shall be satisfied to merely exploit, to merely distribute, to merely sell the goods to the dealer; but that all will combine to sell the goods to the consumer—to do it so intelligently, so thoroughly, so helpfully, that the goods will stay sold and the customer will stay "sold" also, because the commodity has pleased and satisfied the customer and has become a necessity of the purchaser's comfort or pleasure.

When this condition exists, the manufacturer knows that his trade-mark is an asset. He knows his business has a future that is secure. But, when the manufacturer's campaign reaches no further than the black tack stage—when the job is considered done when the dealer is sold, the whole structure of the business depends upon the step-mother efforts of dealers, and there are no existing assets beyond the orders that have a signature on the dotted line. And these orders may slow down, or cease altogether, when your goods don't sell themselves, or some other manufacturer crowds you to the wall.

To be given the privilege of pouring your goods into the "bung-holes" of the stores of dealers everywhere, there must be a constant lowering of the contents in the barrel, and the only way to keep the barrel from becoming stagnant is to see to it yourself that the public demand that the spigot shall be frequently opened.

The dealer has many spigots that he wants to draw from—perhaps many of them pay him much better than your barrel. So it is up to every manufacturer to make the people in each community "thirsty for frequent draughts from the barrel that he has the goods to fill."

Association of Periodical Publishers Formed

UNIFICATION of all periodical publishers throughout the nation, regardless of the nature of their publications, will be sought through a representative organization, The National Association of Periodical Publishers, incorporated at Albany, N. Y., on November 3.

In the opinion of the incorporators of the new association, broad questions affecting the welfare of publishers as a whole, as in the question of the printers' strike at New York, cannot be adequately solved if the work is attempted by one organization whose membership includes only publishers of a few classes of periodicals.

Such questions have for some time been dealt with by the Publishers Advisory Board, but that board has not had sufficient opportunity to bring the full force of American periodical publishers into its decision.

The National Association of Periodical Publishers is an outgrowth of that board and now supersedes it.

The association in its charter of incorporation is authorized to settle differences between its members and others, to procure uniformity of customs and usages of the business conducted by its members, to secure freedom from unjust and unlawful exactions, and to do all things which from time to time may be found necessary or expedient for the benefit and protection of its members.

Membership, although not restricted, will at the outset be made up, primarily of those who are now members of the Periodical Publishers' Association, The Association of Business Papers, Inc., the Agricultural Publishers' Association, and the New York Business Publishers' Association.

The officers of the new association, who will be elected within a short time, will be drawn from these associations. Headquarters will be in New York.

(No. 18. Save this Series)

An Open Letter To

Progressive Advertising Agencies

This morning's mail brought inquiries regarding Universal Industrial Motion Pictures from eight National Advertisers.

This is not unusual.

That is why I am addressing this to you.

These advertisers would prefer to get this information from you. They say you cannot give it to them.

Are you giving your Clients full Service?

There should be no advertising medium in the world on which you could not give complete and unprejudiced information.

My clients are all leaders in American Industry—more than sixty of them at this writing—and I am in correspondence with five times that number.

I want to tell you about Universal Industrial Pictures—so that you can tell your clients—I want to show you that motion pictures are a medium that you must reckon with.

I want to show you the data similar to that compiled at the request of

The Association of National Advertisers

This request shows the interest *your* clients have in the information I want to send you.

"It has always been deemed an essential in a critic that he should understand his subject."

Prejudice is the foe of progress. It is of no value to anyone or anything—if based on ignorance. There is an old saying that "what you don't know won't hurt you."

That's all wrong. I have made pictures for five clients of one of the leading agencies of the United States—big successful campaigns—(names on request)—and what this agency doesn't know *has* hurt them through *the loss of confidence* of their five *big* clients. The latter could get no assistance from their agency in this important matter.

On the other hand one of the most important agencies in the United States acts as advisor in all motion picture matters to our *largest* client.

Tell Your Secretary

To write Harry Levey for a batch of printed matter covering Motion Picture Possibilities and Universal Accomplishments—

And then let one of your open-minded young men study the matter and give you a digest report. Verbum sap.



Universal Film Manufacturing Company

Carl Laemmle, President

Harry Levey, Manager, Industrial Department

*Largest Producers and Distributors of
Industrial Motion Pictures in the Universal Studios
and Laboratories—Universal City, Cal.; Fort Lee, N. J.*

Offices, 1600 Broadway - - - New York

Frank H. Williams Said It Just Right

*Did you see
his wonderful
article?*

WHEN, thro' the mouth of that Petronius of Publicity—Jackson—he exhorted: "Aim high! Aim high, and you'll not think of putting your product for distribution in the cheap, shoddy places. Aim high, and be content with nothing but the best and you'll get the best."

And he takes the branding-iron out of the fire yet again for an added deep-biting indictment—

"So many concerns conduct their business with high ideals in all departments except that of distribution. Their product is the best that men, machinery and money can turn out; their advertising is forceful and prestige-building; their personnel is splendid; their service and attitude toward dealers and users is the best in the world—and yet, without the slightest apparent hesitation, they'll hook up with any old second-rate dealer or dingy failure who can scrape up enough money to buy a small stock of goods."

Refer to your October 2d issue of *Printers' Ink*, and read this whole vital article, starting on page 110. It is the best argument we've ever seen put up by an outsider for our own specialized work of

Perfecting Automotive Distribution

There is no other organization we have ever been able to discover which has such exhaustively accurate and up-to-the-minute information covering the

The SERVICE CORPORATION
AUTOMOTIVE SALES DEVELOPMENT

entire automotive dealer body of the United States, as The Service Corporation.

All Service Corporation campaigns (whether (1) to increase and improve the client's dealer body, or (2) to stimulate local dealer sales to prospects) are based upon these unique data.

The unusual sales-efficiency embodied in the plans and strategy of Service Corporation campaigns are the result of many, many years' experience as publishers, manufacturers, sales managers and sales-literature experts in this one field exclusively.

A Typical Instance

Some years ago a famous passenger car manufacturer putting out a \$3,000-plus Six decided to make a Four, eighteen hundred dollars cheaper. Obviously, small-production, de-luxed-priced distribution wouldn't do for a "popular Seller." So the retail count was taken, and no adding machine was needed to total it. Distributors, dealers, sub-dealers and branches—there were *exactly 59 outlets*.

Not only quantity but quality was improvable. A careful market analysis was made by The Service Corporation, and upon it were based plans for simultaneous sales-promotion among both Dealers and Consumers. The first mailing to dealers was despatched April 20th. Five weeks later the Assistant Sales Manager reported, as a result of the first three mailings, "859 letters, 43 telegrams, 74 telephone calls, and 24 personal visits." By the ensuing February this manufacturer, on taking inventory, found they had contracted with *1,100 dealers in ten months*—an organization in numbers and efficiency bettered by only one other in America.

*Why not let us explain
the details of our service
without any obligation
other than your*



*time and attention?
Your need and our
remedy may be sur-
prisingly mutual.*

~ T R O Y ~
NEW YORK



DETROIT
MICHIGAN

"Your Service— is very much appreciated"

THIS sentence is from a letter that a national advertiser wrote to us. We simply extended the service which we are continually giving advertisers.

This letter—and others like it—is the best proof that News-Times service gets results, that ours is a real service department.

The South Bend market can be thoroughly covered only by the News-Times with its 17,000 circulation. Morning, evening and Sunday editions—and practically no duplication.

South Bend News-Times

*MORNING**EVENING**SUNDAY***J. M. STEPHENSON, Publisher***Foreign Representatives***CONE, LORENZEN and WOODMAN****Chicago****New York****Detroit****Atlanta****Kansas City**

Hatching Orders from Inquiries

What to Do With Inquiries From Business Paper Advertisements

By Bigelow Lockwood

NOT every sale resulting from advertising is so easy as found by the owner of a certain general store in the Fairmont coal mining district, West Virginia. In the coal mining sections of the country there are trolley lines supported and patronized exclusively by the coal miners who use them for transportation between the town and the mine. Merchants in mining towns advertise freely in such car lines with cards to reach the men who are the spenders in the town—and miners are good spenders. Plant a coal miner, with money in his pocket, before the decorated window of a local shoe store and he will often decide on the most expensive pair of shoes displayed. But to get back to our story.

The particular general store keeper, of whom we are speaking, ran his car cards in a branch line whose passengers consisted almost exclusively of foreigners, many of whom could speak no English. Consequently in getting up his cards this merchant resorted largely to pictures rather than words. And on Saturday nights, according to his own statement, it was nothing unusual to see a burly coal miner amble into the store holding in his hand a piece of a car sign which he had torn off. Unable to speak a word of English, this miner would thrust forth the torn section of card board and point with a grimy finger to the picture displayed thereon. The general storekeeper would then sell him a hat, a knife, a razor or whatever the picture called for.

Direct returns to the nth degree!

Contrast, if you will, the facts in this case with the story of a New England manufacturer who signed a large contract for space with the representative of a technical paper. A few months after the advertising appeared this re-

presentative called to inquire about results.

"Oh, yes," said the advertiser, "the campaign is pulling great. Wait till I show you all the inquiries I've received." And opening a drawer he disclosed three or four hundred letters and coupons.

"That's good," exclaimed the representative, "and how closely are you following them up?"

"Why, I am not doing anything with them," admitted the manufacturer, "except filing them in this drawer as they come in. Some day I will have to get after them, I suppose, but the campaign is pulling great."

STEPS FOLLOWING THE INQUIRY

Between these two extremes lies the great common battle ground over which advertisers are struggling in the effort to turn inquiries into orders. Technical advertising, in general, makes no claims other than to introduce the manufacturer who has some product or process to sell to the whereabouts of interested prospective buyers. There are exceptions, of course, such as mail-order campaigns, but as a general proposition the mission of a technical advertisement is fulfilled if it does the missionary work and, by the inquiry, points out to the advertiser where a possible sale exists. With the inquiry in hand, it is up to the manufacturer to do his own selling. Thus the problem of hatching orders from inquiries is vital and one deserving of discussion.

The advertiser who closes his copy with the request, "Send for Catalogue," and whose advice is acted on in the spirit of the wording, is up against the proposition of working more or less in the dark when it comes to a follow-up. Sales in the technical field are made largely on the basis of accomplished results applied to specific working conditions and a simple demand for a catalogue is

meager ground upon which to work. Hence, after acting upon such requests, there are usually two distinct methods to follow after mailing the book, and the choice of these depends largely on the structure of the advertiser's selling organization. First, to refer the inquiry to a salesman in the prospect's territory for personal solicitation. Second, to start correspondence with the view of drawing from the prospect something tangible regarding his manufacturing or construction problem upon which to work.

An amusing story is told by an advertising service man regarding his visit to a steam packing manufacturer for the purpose of securing data from which to build up an advertising campaign in a technical publication. The fact that this manufacturer was a German adds to the humor of the situation when the rich dialect is considered, which unfortunately loses much in writing.

After learning that the packing man had a booklet which he was willing to distribute the copy writer put this question: "What kind of a follow-up have you?"

A blank look passed across the face of the would-be advertiser. "Followup—" he pronounced it as one word. "Vat you mean by followup?"

"You must get after your inquiries," the service man explained. "Don't drop them. Use a follow-up."

"Vere can I ged me dis followup?" was the reply. "If I must have a followup, vy all righd, but vere do I ged it?"

"You don't get it, you write it." "Oh, bud mebbe I can't write one and so vat will I do?"

"I'll write one for you," was the response.

The prospective owner of the "followup" scratched his head. "Dis advertisings game is too technical. Not only musd I advertise in your paper but I musd have a followup. Vell, young man, I'm a sport so you make me up one. If I've got to have a followup'vy I'll ged vun and go the limit. That's the kind of a veller I am."

Needless to say he got his "fol-

lowup," together with detailed instructions as to how to use it.

Not all advertisers are in this class but it is true, especially among smaller concerns, that the necessity of following up inquiries often fails to receive the proper amount of thought and action.

AN OPENING FOR THE ENTERPRISING SALESMAN

A certain large machine tool manufacturer uses this method in connection with his policy of mailing a catalogue in response to inquiries. The inquiry is referred promptly to the nearest salesman and a few days later the prospect receives a letter from this man worded somewhat as follows:

"Dear Mr. Jones:

"My home office has advised me that they have sent you a catalogue in response to your request.

"I have purposely waited for a few days to give you the opportunity of looking over this catalogue and studying our machine.

"Now that you have had time to do this, however, I want to call on you and discuss your manufacturing problems with the view of applying the production possibilities of our lathe specifically to your work—which is something no catalogue can do. I am therefore planning to call on you Wednesday, and if you were interested in the catalogue, as I believe you were, I feel confident that you will be doubly interested in what I hope to tell you regarding the application of the machine to your own individual problem. Whereas the catalogue discussed general details and sizes, I feel that what I have to tell you regarding time of production on the parts you are producing will strike you as far more important.

"I therefore am counting on seeing you Wednesday.

"Very truly yours."

Such a letter is followed up by a personal visit at which the salesman aims to be taken out into the shop in order to secure definite information upon which to work.

In the technical field, especially, this point of contact based on specific performance in the shop of

Bell Ringing *vs* Ringling the Bell

RINGING door bells to introduce your product is slow stuff if you have to ring each separate bell yourself. But when you can ring most of the worth-while door bells in a 500,000 [population city at one clip with certainty of having the doors open and of getting a hearing inside—that's putting over something big.

You can do exactly that in Milwaukee by concentrating in the JOURNAL—the one paper that will carry your sales message into nine out of ten English-speaking homes.

You can *ring the bell in Milwaukee* with the sole use of

The Milwaukee Journal

H. J. GRANT, Pub.

R. A. TURNQUIST, Adv. Mgr.

O'MARA & ORMSBEE, Inc.
Special Representatives

LONDON OFFICE
34 Norfolk Street
Strand, W. C. 2

the prospective customer is the keynote of the majority of successful follow-ups.

To what extent technical advertisers will go toward getting tangible shop data relative to a manufacturer's problems upon which to work is shown by the advertisement of the Fitchburg Machine Works.

This piece of copy represents one of a series which aimed to get prospective customers of the Lo-swing Lathe to send in blueprints of their work. Notice the strong appeal in the opening paragraph.

"The Identification Coupon is a new idea—one which will prove just as helpful to you as to us. It will keep your data all together and identify it as your blueprints pass through our various shop departments while receiving the careful attention necessary in order to make our report on a Lo-swing set-up and guaranteed turning time. The Identification Coupon makes it easy for you to send us your blueprints of shaft subjects, and it prevents any confusion at our end of the line. Coupons and blueprints always stay together."

With blueprints in hand the advertiser is enabled to transmit specific figures of production and time-savings as applied directly to the manufacturer's shop problem.

NOT TO BE SHUNTED ASIDE FROM MAIN POINT

It must be remembered that the purchaser of a machine tool buys finished parts rather than the machine itself. A machine is merely an assembled collection of iron and steel, of no interest to the user apart from what it produces. Thus the prospective buyers of a radial drilling machine buys holes. The contractor in the market for a steam shovel buys cubic yards of earth removed. The engineer interested in a feed water heater buys hot water to inject in his boiler. The interest lies in the thing the device produces rather than in the product itself, and in consequence it is the aim of the average technical advertiser to establish his follow-up based on the

things his device will *do* for the possible user, expressed in terms of production and savings.

To prove how this actually works out in practice, let us consider the case of the salesman whose company received an inquiry for a certain piece of machinery. When the salesman called at the plant the general manager was busy and the salesman quickly asked permission to go through the shop while he was waiting. In the brief half hour he collected information, by watching other machines at work, which placed in his hands proof that his machine could easily cut the operating time in half.

Upon returning to the office the general manager asked to see a catalogue.

"I don't carry any," was the reply.

"But I wrote in for further information about your machines," the general manager exclaimed.

"You thought you did," was the answer of the salesman, "but what you really had in mind was a better method of producing certain work. My trip through your plant just now showed me that I can reduce the time of turning out those flywheels from fifty minutes down to twenty."

The general manager hesitated. "Let me see a picture of the machine you propose using," he said.

"I haven't such a thing with me," acknowledged the salesman, "I'm selling results, not a machine." And he landed the order without even telling the manufacturer the type of machine he was selling.

Apply this principle to everyday usage and you will see the wisdom of the application. What do you buy when you purchase a talking machine? A square cabinet with a revolving disc, a motor and a delicate diaphragm? Not at all. You buy one thing—*sound*, produced as efficiently and as nearly like the original selection as is possible. Place three different makes of talking machines behind a curtain, listen to all three played in rotation and if you are not interested in the one which gives the



THE ROCKY MOUNTAIN NEWS

In Denver and the Mountain States

The name of one newspaper is always spoken whenever the city of Denver is mentioned.

It is the newspaper that was born and made its reputation in the days of the pioneers, and it has held its prestige to the present day.

Now that Denver and the Mountain States are a rich and prosperous section of the country, that newspaper stands supreme in the morning field in Colorado.

The reason is obvious; the interests of the community always come first, and its columns reflect cleanliness and just dealing to all.

Advertisers naturally wish to reach a class of people that are attracted by this type of newspaper.

The Rocky Mountain News

**Only Morning Newspaper
in the City of Denver**

Verree & Conklin, Foreign Representatives, Brunswick Building, New York; Steger Building, Chicago; Free Press Building, Detroit.

The Shaffer Group

Rocky Mountain News	Denver Times
Indianapolis Star	Muncie Star
Chicago Evening Post	Terre Haute Star
	Louisville Herald



THE ROCKY MOUNTAIN NEWS

Logic

Many attractive markets are relatively unprofitable through prohibitive selling expense: The market may be too scattered, too poor, too far away from adequate transportation facilities. Most likely the market itself is desirable but the divided newspaper competition makes it necessary to use several newspapers for adequate coverage.

In other words, to thoroughly saturate most desirable markets, it is necessary to double, treble, occasionally quadruple your advertising expense through the absolute need of several newspapers.

Figure out your rates on a proportional basis, and you can't get away from the fact that your profits decrease in proportion to the increase of the number of advertising units.

Conversely your profits will increase in proportion to the decrease of the number of advertising units necessary for saturation.

Now isn't it perfectly logical therefore to select advertising centers which will give you largest, quickest and easiest profits?

One of the exceptional situations in the United States is

Erie

Pennsylvania

The Market 157,000

Erie Population, 105,000; Suburban (35 miles radius) 52,000

Erie controls a large, concentrated, prosperous, desirable territory.

There selling expense is reduced to absolute minimum through the dominance of one paper: **The Erie Daily Times.**

Erie Daily Times

(A. B. C. Member)

Paid Circulation 27,079

Line Rate 6c. flat. Evenings except Sunday.

The **Erie Times** has 50% *more* than the *combined* paid circulations of its two competitors, and over *treble* the circulation of either.

Consider that in Erie's population of 105,000 — 21,000 homes—the **Times** has 19,222 paid subscribers. Consider that in suburban Erie, 35 mile radius, 52,000 population—10,000 homes—the **Times** has 6,709 paid subscribers. In fact, so thoroughly does the evening **Times** saturate Erie and environs, that in the entire United States there are but few parallels.

The very obvious conclusion is that Erie, Pa., and the **Times** should be in *every* national campaign. Advertisers interested in actual net profits are thoroughly justified in making

an exception to include this unusual city and exceptional paper, though the campaigns may call for only the very largest population centers.

Details regarding the market and the newspaper will be supplied gladly upon request. If you have no distribution, let us know. We may be able to assist you. You must be interested in the market.

In this advertisement is little opinion. It is mostly a recitation of facts. You cannot get away from the logic, and therefore, you must be interested in placing a contract. May we hear from you?

The Erie Daily Times for EVERY National Advertiser

Representatives

E. Katz Special Advertising Agency

Established 1888

15 E. 26th St.
New York

Harris Trust Bldg.
Chicago

Waldheim Bldg.
Kansas City

Monadnock Bldg.
San Francisco

best tone the writer will eat a package of needles.

If this be true with the things of everyday existence, purchased for pleasure, it needs no argument to prove that even greater force is attached to the application of the principle when linked with products that affect costs of manufacturing and output. Hence the aim of the technical advertiser to follow up an inquiry through the channels of what his machine will actually do in solving the peculiar problems of the prospective buyer.

But do *all* technical advertisers apply this method? Unfortunately not.

WEAK FOLLOW-UP HALTED SALES

A New England manufacturer of a grinder used in the mining field for crushing ores recently wrote to the paper in which he was advertising that his campaign was not producing business; in short he considered it a flat failure. As a result of this letter the copy service man handling the account hastened to the plant to investigate the matter. Upon arrival he was met with the assertion that the advertising had not produced orders, but a little questioning brought out the fact that over 300 inquiries had been received. Further investigation disclosed that the grinder manufacturer had mailed a rather mediocre catalogue and had stopped there. Not a single salesman had called and with the exception of a few scattered cases no letter had been written.

With these facts in hand the service man went back to his hotel and burned a little midnight oil writing a series of strong follow-up letters. The next morning he called and gave the advertiser some intensive training on how to hatch inquiries into orders. A system was evolved for entering every inquiry on a card and sending out the letters in regular rotation. If the fourth letter produced no reply a period of two months was allowed to elapse before sending a fifth. And this fifth letter had, as its sole aim, the object of drawing a reply to answer the definite question as to

whether the prospect was still interested in his original query. This letter was worded to place upon the recipient the obligation of answering as a means of record and saving time for both parties. No reply being forthcoming, the name was to be placed in a dead file, the dead file cards being written once again at the end of a long period.

Analyze the reasons behind the policy of offering free samples of packing, grease and supplies of similar nature lending themselves to sampling and you will find behind the main object of getting the prospective user to inspect and try the product another reason, which has for its object the purpose of finding a peg upon which to hang a follow-up. The reader of an advertisement who sends for a free sample can of cup grease lowers his guard and affords an opening for a call on the part of a salesman, or a letter, asking how the sample worked.

After all, in the technical field especially, advertising is mostly a medium through which the advertiser is introduced to places where possible sales exist. If the eggs are not sat on and hatched it cannot be put up to the advertising if the shell fails to crack. Even Mother Nature cannot produce a chicken unless the hen does her part, and the initial act of laying the egg, while extremely commendable, is only the start of the game.

Rubber Account With Green, Fulton, Cunningham

The McClaren Rubber Company, Charlotte, N. C., has put its advertising account in the hands of The Green, Fulton, Cunningham Co., advertising agency, Detroit. The McClaren company is a successor of the J. & D. Tire Co., of Charlotte, and has been organized as the result of the purchase of the control of the J. & D. Company by H. L. McClaren, formerly president of the Ajax Rubber Co., Inc., New York, and the Racine Rubber Company, Racine, Wis., and associates.

N. R. Perry With "Spanish Vogue"

Nelson R. Perry has been made New England representative of *Spanish Vogue*, published by Condé Nast, New York.

Harold O. Morris,
until recently associated with
Erwin & Wasey Company, has
been placed in charge of our
**MERCHANDISING
SURVEY DEPARTMENT**
**MCJUNKIN
ADVERTISING
? COMPANY ?**

CHICAGO • *5 So. Wabash Ave.*

NEW YORK • *450 Fourth Ave.*

CLEVELAND • *News-Leader Bldg.*





The Greatest Edition of **MOTOR** for the Greatest Show in History

The 1920 New York Automobile Show promises to be the biggest and most successful in history. Never has the demand for show space been more insistent. Never has enthusiasm been keener in anticipation of the big event.

The success of the Automobile Show is invariably reflected in the Annual Show Number of

MOTOR

(One Dollar
Per Copy)

the liveliest industry's leading magazine. And so the

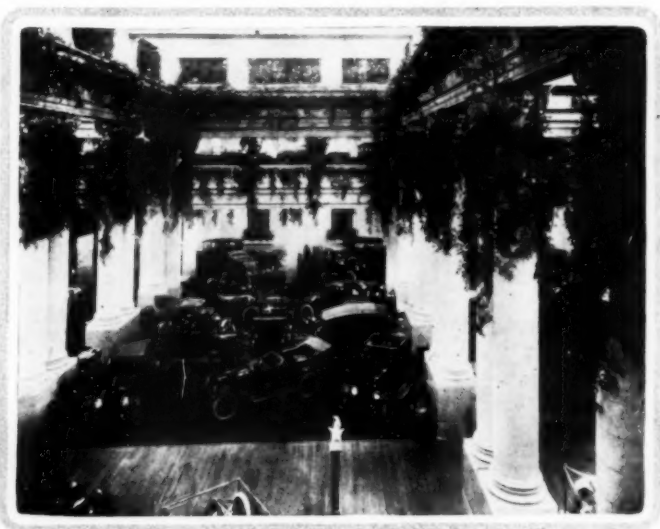
first of January 1920 will see the appearance of the greatest and most pretentious edition of

MOTOR

(One Dollar
Per Copy)

in the history of the magazine. *An edition of 75,000 copies*—60,000 to be sold through news-dealers alone at the *unusual price of \$1.00 per copy.*

No advance in rate for the 75% excess circulation at the special reader-interest-proving-price. Wire space reservations at once. Forms close Dec. 10th.





CHARLES EVERETT JOHNSON COMPANY

Advertising Art Service

STATE-LAKE BUILDING-CHICAGO

FOR many years Western advertisers have been going East for their best art work. Now the tide has turned. The East is coming West. The Charles Everett Johnson Company was organized in Chicago, not to bring Eastern advertisers West, but to furnish a *truly national art service in the commercial center of the nation*. The staff includes, besides Charles Everett Johnson, such men as Will Foster, C. Allan Gilbert, McClelland Barclay, Harry L. Timmins, Arthur Henderson, Frank Snapp, R. F. James, Andrew Loomis, and others. These men are national figures. Naturally, the demand for their work is national in scope, no matter where they are located. You can deal directly and personally with them in our studios. They are here all the time.



Must Salesmen Be "Cave Men" to Make Good?

A Little Formality in Selling, Please!

By A. H. Deute

"OLD" Ed. Howe, the celebrated Kansas editor, who writes so entertainingly about everything, is always saying that politeness is necessary for success in any walk of life.

I am inclined to agree with him. I'll admit that I have known some lumber camp bosses that seem to get along very well without politeness. Street-car conductors have been known to succeed though constitutionally impolite.

But I do not know much about these occupations. My specialty is selling. I am not overly familiar with the habits of any class of workers except salesmen and I do know that politeness, refined courtesy and good breeding are inestimable assets for a salesman to possess. To be sure, many roadmen succeed without them. Many salesmen have won their selling laurels by being annoyingly persistent and disgustingly aggressive, but in my time I have observed thousands of salesmen and I want to declare most emphatically that in selling it is vastly easier for the gentleman to succeed than it is for the boor. Courtesy will carry a gentleman further and win him more permanent rewards than will ill-mannered aggression. A politely forceful, good-natured, refined salesman will win the confidence of his trade quicker and in the long run build up a bigger business than will the fellow who thinks it is necessary for him to get his orders by storming the buyer's barricade.

At this late date in our commercial development it should not be necessary for anyone to preach a sermon on the value of courtesy. It should be taken for granted. But in my travels, I see so many salesmen exhibit themselves objectionably, thus casting discredit on the traveling profession, that I am tempted to do some preaching.

I know you will forgive me for a little moralizing, provided I cut it short. Here goes.

I know one young fellow of about thirty who has built up a really successful business. He has an idea that the best way to show his sense of efficiency is to snap and bark and snort at everybody and everything. I know him too well to question his motives, but it is plain that he aims to impress his customers with the fact that he is a fine, coming business man.

We are constantly running into salesmen, very fine young fellows, who have that mistaken idea that business is done with a slap and a bang and a crash. One sees so many men try to make crude curtness act as a substitute for clear, concise, polite brevity. And one may well question the motives which prompt this sort of thing.

NO CHANCE TO BECOME POLISHED SALESMEN

It seems that the business literature of the last decade has been so consistently picturing the American business man as a human dynamo without any of the finer sensibilities that the crop of young fellows who are coming along seem to feel that sheer rudeness is a characteristic of the successful American business man, just as a number of years ago the man who owned a bank thought that if he left off his "Prince Albert" people would think he was in disguise.

While long drawn out ceremonies are just as burdensome in business as any other place, it is still a fact that courtesy goes a long way. While we may enjoy the roaring business giant when we see him on the stage or on the screen, that same young man in actual life soon becomes most tiresome.

Furthermore, there are scores and scores of courteous business

men who will simply not countenance the thoughtless, ignorant crudeness of so many salesmen.

The difficulty seems to lie in the fact that if told to practice real courtesy and politeness, the average younger school of salesmen seems to feel he must lean over backward and start "peddling hot air."

A personal experience with two types of salesmen was quite illuminating. One of them came in with a dash and a go that promised well. Plainly he meant business. But he kept his hat on his head, stuck his feet out before him, put his hands all over my desk and fairly radiated "efficiency" and determination and energy and was going to make that sale whether or no. Now, he did not make his sale and we will be in a terrible pinch for merchandise before we permit him to sell us anything, simply because he is so mighty efficient and rough and rude about it. He may be possessed of all the elements which make for good salesmanship but until he develops that sense of refinement which characterizes the real gentlemen, he will not sell us anything. We are willing to be urged and admire the adroitness of the good salesman working to make the sale, but nothing will take the place of genuine courtesy, which never stands in the way of a man's best efforts to close the deal.

On the other hand, we have in mind the "soft soaper" with his endless display of theatrical politeness and crude insinuations. Not naturally courteous but probably having read somewhere about the need of politeness, he came into our office with suave politeness sticking out all over him and we felt at once that he had memorized a lot of politeness "business" and was displaying it as a means of getting orders. He was as bad as Number 1, probably worse.

Now, courtesy is something which is a part of a man, not something which can be bought by the pint and used as you would Three in One oil, a drop or more at a time, when the occasion requires.

While it is true that now and then one tumbles across the business man who is impervious to courtesy or who looks down upon it, this is not so in the great majority of cases. At the same time, how many of us investigate the refinement and gentlemanly qualities of the men we employ as salesmen?

If we are building an institution which is to be more than merely a sort of gold mine out of which to extract a certain amount of gain in dollars and cents, would it not be well to stop and give a little more thought to the qualifications which make for real courtesy on the part of our representatives?

MUST ATTAIN REFINEMENT OF OUR FOREIGN COMPETITORS

Especially as we are widening the scope of American business and reach over into other continents, this element of courtesy is going to mean much. It is a fact that the average, we might say with safety, the majority of American salesmen working American territories would fall flat if put into most foreign countries, for the reason that while they may be well trained in their line, their training from childhood up has been permitted to go on without the element of politeness and courtesy being developed.

A few evenings ago I sat down to dinner in a hotel dining room in which there were some fifteen or twenty representatives of as many well known American houses. They represented brands which are at the tip of the tongue of every American. And yet out of that entire collection of representatives of splendid American firms there was not a man who could have been lifted out of that dining room and made into a successful salesman of that line in a country like Ecuador or Chile or France or England. So far as strong, two-fisted, aggressive h-men were concerned, you could not have found better men, and so far as sound honesty and reliability and integrity went, they could not be surpassed, but when it came to the finer elements of courtesy and culture which would be required

N. B.

In producing a piece of Direct-Mail advertising you have doubtless often been harassed by that perplexing question: Will it fold without a break or crack?

The answer is "yes," if you are using Foldwell. This coated paper is *guaranteed to fold without breaking.*

Experienced advertisers and advertising men know a cracked and torn circular or booklet has lost its effectiveness. They insure their Direct Advertising against abuse by specifying Foldwell.

Demand the genuine, original Foldwell. There is no substitute.

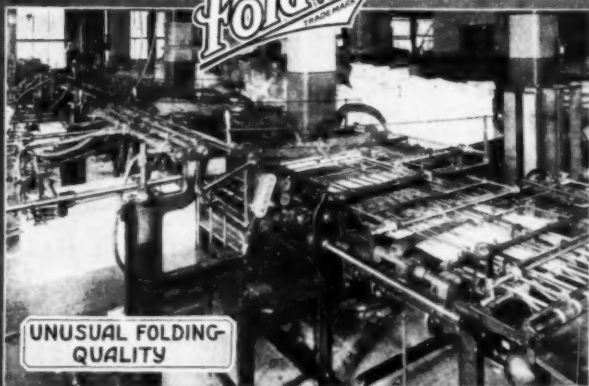
Write for your copy of "Paper as a Factor in Modern Merchandising." Sent for the asking.



CHICAGO PAPER COMPANY

851 S. Wells Street Chicago, Ill.

Foldwell
TRADE MARK



in that territory in Chile, you might as well have required them to be able to address the hotel cook in his native Chinese dialect.

This is not the fault of the salesman. The American salesman has been developed along certain lines and neglected on other lines. We have all been too prone to drive into our men the thought that the all-important thing is to "hit them on the head and drag out the order." "Do it now and do it quickly," has been and still is the great cry. But the war has taught us many lessons. Probably not the smallest has been a sound respect for the Englishman and the Frenchman. While we formerly looked upon them as "dead ones" and were more or less inclined to accept the German verdict of "decadent races," we have come to realize that their business philosophy has in it something fine—something that we should try to imitate—and admitting that the American houses are wonderful business houses and keen judges of what is good business, we are only complimenting our good business judgment when we are able to select with discrimination the good points from the other man's methods. It is nothing but ignorance and narrowness to throw aside everything that we ourselves did not invent. On the other hand, we may well emulate the business courtesies of the many foreign firms with whom we are coming into contact. We can well afford to catch our breath and plan on several centuries of business development, and in making these plans for a good long future and building a structure which can stand the test of time, the item of fine business courtesy on the part of the house, and especially on the part of the representative of the house, may well deserve a great deal of thought and attention, and especially may we profitably keep this in mind when we consider the employment of new salesmen.

C. M. Hughes With New York "Tribune"

Charles M. Hughes, who has been with the New York Sun, is now a member of the New York City advertising staff of the New York Tribune.

Two New Agencies at Detroit

Two new advertising agencies have been established at Detroit, Mich.: the Banker-Evans-Brisebois Co., formed by R. C. Banker; and the Frank V. Martin Co., formed by Frank V. Martin. R. C. Banker and F. V. Martin formerly conducted the Banker-Martin Co., Inc., advertising agency and the Banker-Martin-Adler Co., advertising service organization at Detroit.

The officers of the Banker-Evans-Brisebois Co., are: R. C. Banker, president and general manager; F. E. Evans, who has been head of the advertising copy writing department of the Banker-Martin Co. and the Banker-Martin-Adler organization during the last two years, secretary and treasurer; L. A. Brisebois, who during the last six years has been art director of the Banker-Martin-Adler Co., vice-president.

Frank V. Martin is the president of the Frank V. Martin Co., and associated with him are: Samuel Breck, formerly with Power, Alexander, Jenkins Co., Inc., Detroit; Lyndon West, formerly with the Detroit Free Press; and R. J. Betts, formerly with the Oster Bros. Co., Birmingham, Ala.

Melville Shoe Corporation Profits Increased

The Melville Shoe Corporation, operator of two chains of retail stores under the trade names of "John Ward Men's Shoes," and "Rival Shoe Co.," which chains were established in 1897, and under which system stores are located in New York, Brooklyn, Newark, N. J., Philadelphia, and Bridgeport, Conn., reports estimated gross sales of \$4,100,000 for the year 1919, basing the amount upon the sales of the first six months of the present year. It reports estimated net profits of \$250,822 for the year 1919, basing its estimate upon the profits for the six months of the present year.

Two New Accounts With Atlas Agency

The Reading Iron Co., New York, which contemplates an advertising campaign in which national and trade periodicals will be employed, has put its advertising account in the hands of the Atlas Advertising Agency, Inc., New York. The Ludlum Steel Co., New York, an organization which also contemplates an advertising campaign in which national magazines and business publications will be used, has also put its advertising account in the hands of this agency.

J. H. Hobelman Succeeds David Levy

J. H. Hobelman has been made head of the publicity department of B. Nugent & Bro. Dry Goods Co., St. Louis, succeeding David Levy, who has become advertising manager of Lipman-Wolf Company, Portland, Oregon. Mr. Hobelman has been with B. Nugent & Bro. Dry Goods Co. for a number of years.



Publishers— What this Watch Means to You

This watch which has been appearing in Printers' Ink week after week represents the effect of a cause.

That effect is good printing in large volume, done quick and delivered on time—for 101 publications at present.

The cause—or reason—for such unusual service is six solid floors of service equipment, operating all day and all night in one of Chicago's largest and best appointed printing buildings.

Further, there is behind this great aggregation of presses, typesetting equipment, binding facilities—an organization. Individuals, each expert in their appointed tasks, knit together into a perfectly timed and unified personnel.

Such equipment and personnel combined cannot help but render the maximum of service in speed and quality—a *service of value to publishers.*

Kenfield-Leach Company

610 Federal Street

Chicago, Ill.

Printers of 101 Publications

To a Certain Advertising Man

You sit up there in your office giving wise counsel.

Under your direction there speed forth, up and down the land, those magic messages that make a million buy.

Because you are there, giving the best that is in you to that inexorable God that men call Service, out in Indiana a woman walks into a store and asks for a product that your words have burned into her buying consciousness. With a pencil and a yellow pad you start belts whirling and engines drumming in factories East and West. Because of you, men and women are rearing better Americans in better American homes. You are blazing the trails of civilization.

Because you are not bound by any chains of convention; because you are not afraid to come down from your office and walk among the crowds on the street; because anything that goes straight to the heart of America is of

the keenest interest to you; consider an advertising force that today demands the attention of the leaders of your profession.

This force is the vital attraction that the moving picture screen exercises over the best part of our people. Can you think off-hand of any national institution that rivals the moving picture as far as human interest is concerned?

Now you may put this force to work today to help spread the thoughtful message of your products. At your disposal is a magazine that gathers up in its pages this far-flung interest in all that has to do with the world of the screen.

Its name? Photoplay, the leading Moving Picture Magazine.

Let the name stick in your mind, it's imitated

PHOTOPLAY

The Magazine of the Fifth Estate

JAMES R. QUIRK, PUBLISHER

W. M. HART
ADVERTISING MANAGER
350 NORTH CLARK ST.
CHICAGO

NEW YORK OFFICE, 185 MADISON AVE.

Manufacturers of Soft Drinks and of All Drinks Sold At Soda Fountains

NATURALLY you are interested in how to reach an organization whose purchasing agents cater to the likes and dislikes of 750,000 men who are users of your goods.

400,000 of these men are members of gymnasium classes and are always thirsty after their "gym" work.

In most of the larger buildings of this organization scattered throughout the United States soda fountains are in operation—many more are being installed and many more will be.

The organization has always favored soft drinks as against hard.

Consequently the members are unquestionably most susceptible to your appeal.

The opportunity is wide open for you to convince them that your particular drink beats all others.

Detailed information as to how to reach them cheerfully furnished by "Association Men," the official magazine of the Y. M. C. A.

347 Madison Ave.
New York City
New York

Western Office
19 So. LaSalle St.
Chicago

An Unusual Plan of Training Salesmen

Banking House Opens Free Public School to Train Salesmen Not Only for Itself But Also for Others

By S. E. Kiser

MANY years ago some one said that poets were born and not made. The same thing has been said about salesmen. Some men develop abilities as salesmen, while others appear to lack the fundamentals of successful salesmanship, and never acquire them, however faithfully or patiently they practice. This being so, it is as sensible to say that salesmen are born with certain peculiar and uncommon qualities as it is to insist that poets are what they are because they were born that way. But not all the men who were born to be poets have become poets. Many of them have been tailors, tinkers and cobblers, and it is not unreasonable to suppose that many men who might have become successful salesmen have spent their lives in unremunerative drudgery, notwithstanding the opportunities that always are open to men who are able to induce other men to buy.

For some years past there has been in many lines a shortage of good salesmen. Bond houses have felt this shortage in particular. Selling high class securities is not to be undertaken lightly by uninformed, inexperienced people whose qualifications as salesmen have not been tested. Aside from the inadvisability of employing such men to find buyers for their securities, the underwriters and others who are engaged in the marketing of bonds perceive the injustice that would be done to the untrained men themselves in sending them out to meet almost certain failure. Training salesmen is not always convenient, consequently, it has been the practice of the bond houses to hire salesmen away from one another, and this has not generally been profitable or

productive of the spirit that ought to prevail in the business. If such a system builds in one place, it tears down in another.

In order to correct this fault, or, at any rate, to assist in correcting it, Henry L. Doherty & Company, of New York, have opened a public school for bond salesmen—a school in which it is hoped men who possess natural sales ability may have a chance to develop it. This is not the first time that a firm or a corporation has endeavored to teach salesmanship, but it is probably the first instance in which a commercial organization has undertaken to provide a free course that is to be for the benefit of others than its own employees and that may work for the advantage of business in general, rather than for the profit of any one organization or individual.

TUITION WHOLLY FREE

The Doherty School for Salesmen is expected to turn out many more graduates than the firm will be able to employ. These graduates will be at liberty to look for employment wherever they please. Not one of them will be under any obligation to enter the service of Henry L. Doherty & Co., and there will be no restrictions whereby employees of other firms may be denied admission to the school. Any one who can pass the examination will be admitted, until the classes are filled. Graduates will receive the credits to which their work entitles them, no matter whether they wish to become Doherty salesmen or prefer to go elsewhere.

The tuition is free and all expenses of the school are borne by the firm that has sponsored it. Students are not even required to pay for text-books or the books

required for collateral reading.

In explaining the purpose of the school, a member of the firm of Henry L. Doherty & Co., said:

"At present when we want additional bond salesmen it is necessary either to go to men who are employed by other firms, and try to hire them away, or to wait for applicants to come to us. We do not believe this to be a sound principle. By educating salesmen to meet our requirements we expect to make it possible to recruit our forces without employing untried men and also without drawing upon the forces of other organizations and training them afterwards to meet our special requirements. The school, we hope, will make it possible to have always available a sufficient number of graduates ready to accept the positions we may have to offer, so that there will be no disturbance of the forces of other organizations. It must not be supposed that it is our intention to try to fill the land with unemployed bond salesmen or to train new men for the mere purpose of displacing competent men who are now in service. There is a constantly increasing need of more bond salesmen. This is due to the continuous expansion of the country's business. New companies must be organized to meet commercial requirements. Bonds issued by these companies must be disposed of, and the underwriters must look to their salesmen to develop the necessary markets. All the signs point to a tremendous increase in our domestic and foreign commerce. This commercial expansion will mean ceaseless and quickly spreading activities on the part of the organizations that are to undertake the distribution of securities, and it is, in a sense, in anticipation of these activities that we have found the advisability of establishing our School for Bond Salesmen."

It was supposed by many people, when the Government's bond issues were being floated, that it would be a long time before the public would be ready or able to absorb other bonds in large quan-

ties. Everybody was believed to be loaded up to the limit with national securities, so that it would be necessary for them to mature before there could be much of a market for other bonds. This supposition appears to have been erroneous. The condition that prevails is exactly the opposite of that which was anticipated. In explanation of this encouraging fact, B. N. Freeman, manager of the Doherty Bond Department, said:

"The Liberty Loan campaigns had a wonderful effect in developing the spirit of thrift and in turning the attention of the people at large to the advisability of putting their money into sound investments. Nothing else that has ever happened has contributed as the Liberty Loan campaigns have contributed to the conservation of earnings by the rank and file of the people or to the creation of a desire to invest in good securities. After each of the Liberty Loans an enormously increased demand for other securities of high standard was immediately apparent."

With reference to the manner in which the Doherty School is to be conducted, Dr. L. F. Fuld, the educational director, has made the following statement for PRINTERS' INK:

"We expect to graduate one hundred students every two months. The school will be continuous; that is to say, as soon as one class graduates another will be started. There will be no charge for tuition or for anything else in connection with the school, and admission will not be restricted, except that we shall endeavor to keep out people who are obviously unfitted, either by reason of their habits or because of other disabilities, for the requirements of salesmanship. We want to make it possible for men who may possess undiscovered or undeveloped qualifications as salesmen to demonstrate their abilities. It is not to be doubted that many a man who might be a successful salesman is sitting at an obscure desk or is engaged in some other uncongenial and un-



The highest compliment that we know of, is the fact that we are often asked to sit at the table with advertising agent and client while their plans are in the making.

It is obvious that we are admitted to these intimate councils not because we are artists alone, but because of our recognized ability to apply business sense to the art and layout problems of an advertising campaign.

WILFRED O. FLOING COMPANY

1316 Garland Building
CHICAGO

remunerative employment to-day. The school will provide an opportunity for such men to 'find themselves.' In order to make it possible for men who have regular employment to attend the classes without interfering with their duties we have fixed the hours of instruction so that there may be no necessity for neglecting the day's work. The morning class will be in session for 7:45 to 8:45. This will allow the attendant fifteen minutes for the purpose of reaching his place of employment at 9 o'clock, enabling bank clerks and others who work during the customary hours to attend the school regularly.

"In addition to the daily classes, there will be an inspection trip every other Saturday afternoon. These trips are arranged for the purpose of enabling the men who take the course to familiarize themselves with the physical aspects of the properties behind the securities they will have to offer for sale. The man who is selling bonds ought to know their value and he ought also to know how their value is determined. He ought to be able himself to investigate and estimate fairly the actual worth of the securities he is selling. Unless he can pass fair judgment upon plan construction or has a certain degree of knowledge concerning the nature of the operations, operating costs, the possibilities for expansion, and the probabilities touching the payment of interest and the redemption of bonds at maturity, his equipment as a salesman will be limited. Our inspection tours will enable members of the classes to get practical instruction of this nature. We will inspect subways and surface lines of transportation; electric power plants; gas works, and other public utilities. One of these investigating tours will include the oil refineries at Bayonne, and other industries will doubtless be added to the list as we get farther into the work."

When Dr. Fuld was asked about the methods of procedure in the class room he replied:

"It is not the intention to try to teach salesmanship merely by de-

livering a course of lectures. The instructor will present certain matters for discussion and invite questions from the members of the class, discussing with them such problems pertaining to salesmanship as they may introduce. The manner in which they discuss and dispose of the matters that are presented for consideration will be considered in arriving at conclusions regarding their potential usefulness as salesmen."

Every member of every class will be required to submit a written review every two weeks, covering the work that has been done. These reviews are to constitute a regular part of the course. These papers will be considered with the utmost care and without prejudice; but, at the same time, an effort will be made to get every one to take part in the class room discussions, because, after all, a salesman's ability must depend in a large measure upon the manner in which he can say things. A man might be able to write well upon a given subject and yet have difficulty in explaining the matter convincingly or clearly by word of mouth. Personality is an important thing in connection with salesmanship, and in no way can a man's personality be judged more readily or more fairly than by getting him upon his feet to answer questions or to engage in a discussion before a crowd of his equals. Our school will provide the opportunity for many a man who has never known that he possessed this qualification as a salesman to stand up and give expression to his ideas. Actual sales effort will also have its place in the course, every student being required to make bona fide bond sales in order to receive a certificate of graduation."

In the new public School for Bond Salesmen, the pupils are to be taught, not only how to sell bonds, but something about the development of the underwriting system, the importance of this system as it encourages commercial enterprise, and the principles upon which the value of securities is to be estimated.

Right Where You Want It

To get right down to the "iron nails" part of making YOUR advertising ACTUALLY BRING BACK DOLLARS, you've just simply got to PUT IT WHERE IT BELONGS—where it will reach folks who are the community's best-buyers. By that we don't mean you must talk to millionaires, but to people just like yourself—folks who are earning good wages—who are prosperous, and who KNOW HOW TO BUY INTELLIGENTLY.

That's Where The Free Press Puts Your Message in Detroit

The circulation of this newspaper is not the "just-give-you-publicity" sort—but IT IS THE KIND THAT ACTUALLY TALKS BACK TO AN ADVERTISING APPROPRIATION IN DOLLARS AND CENTS, because it puts your message RIGHT WHERE YOU WANT IT TO GO.

It's the readers the Free Press gives you that makes the difference in the results.

The Detroit Free Press

DETROIT, MICH.

VERREE & CONKLIN, Inc.
Foreign Representatives
CHICAGO

NEW YORK

DETROIT

The Home-Town Paper



GOOD HARDWARE is to be published in 26 editions for a syndicate of 26 great hardware jobbers located in 26 different parts of the United States and Canada.

Each of the 26 editions bears on the cover, the name of the distributor who owns the syndicate membership in his locality. And the first four pages of advertising are his.

GOOD HARDWARE is a sectional publication. Each edition is the *home-town hardware paper* in the locality in which it is circulated. The local name on the cover gives the magazine a neighborly tone.

The consolidation of the 26 different local editions under one editorial and managerial head, gives **GOOD HARDWARE** a wider scope than any local magazine could achieve.

It gives each of the 26 home-town hardware papers the editorial facilities of a national magazine with a circulation of over 50,000.

It makes available for each of the 26 local hardware journals, the work of the best business writers in America.

GOOD HARDWARE is the new force in hardware selling.

Good Hardware

The National Magazine



It will reach *every seller of hardware*—more than 50,000 altogether—every month.

The subscriptions are paid by the members of the syndicate of jobbers.

Your advertising in *one issue* of GOOD HARDWARE appears in 26 GOOD HARDWARES.

Your advertising, in GOOD HARDWARE, is linked with the advertising of 26 great hardware distributors in their own magazines.

This plan has been successfully operated in another field for more than nine years.

Write or wire for rates and full particulars.

W. Linford Smith, Publisher (Publisher also of Oral Hygiene), Pittsburgh, Penna. John T. Hoyle, Editor. F. R. Williams, Associate Editor. Merwin B. Massol, Business Manager. Geo. Kinter, Assistant Business Manager. Frank C. Thomas, Eastern Manager, 6 East 39th Street, New York City. W. B. Conant, Western Manager, Peoples Gas Building, Chicago. A. D. McKinney, Southern Manager, Post-Dispatch Building, St. Louis.

is both of these

For CATALOGS

an extremely light-weight
paper that reduces
mailing costs and increases
printing results.

FEATHERCOAT

The Super-light enameled book paper

In two weights, 46 and 37 lbs.,
on 25x38 basis.

Printers who fight shy of
light-weight papers, are
delighted with Feathercoat.

Its responsive surface
enables them to bring out
all there is in the type
and halftones.

Publishers and printers of
catalogs should be sure
to have us submit a dummy.

Please communicate with nearest branch.

BERMINGHAM & PROSSER CO.

Dependable Printing Papers for Every Purpose

KALAMAZOO

CHICAGO

NEW YORK

Is Industrial Warfare or Eventual Agreement Ahead?

Some Results of Canadian Industrial Conference

By Sir John Willison

Pres. Canadian Reconstruction Association, Toronto

[EDITORIAL NOTE: The recent industrial conference at Washington ended in a disagreement as to details of collective bargaining, and labor union recognition. The Railroad Brotherhoods have just suggested that a new conference be called. Some form of co-operation will undoubtedly develop from the desire on the part of constructive capital, management, and labor to get together for the good of all industry. The following resume of the Canadian Industrial Conference at Ottawa is of interest to all manufacturers.]

After much industrial unrest Canada is facing the reconstruction period with some assurance of harmonious relations between capital and labor. There is little now to be feared from the One Big Union movement and less from Bolshevik influences. As a result of their activities, which culminated in the protracted sympathetic strike in Winnipeg and lesser outbreaks in Toronto and elsewhere, the agents of revolution and direct action have been discredited with labor itself. At the annual meeting of the Canadian Trades and Labor Congress, lately concluded at Hamilton, radical leaders met with overwhelming defeat and the One Big Union was condemned in a most positive manner.

Only one dissenting vote was recorded against the report of the executive that "the futility of the One Big Union methods should have been apparent from the beginning, founded as it was on force and interference of the chosen leaders of the labor movement, repudiating the organization from which they drew their financial and numerical strength, preaching class hatred throughout the country and gambling their whole future on the success of sympathetic and national strikes."

At the industrial conference at Ottawa a greater measure of agreement was reached between employers and employees than the

country could have expected. While there was disagreement on vital questions, valuable concessions which should make for industrial peace were granted by both sides.

CONCESSIONS BY BOTH SIDES

Employers while unable to concede to labor's demand for an eight hour day, agreed to the appointment of appropriate Government commissions to report upon the probable effect of such limitation of working hours in specific Canadian industries. They also admitted the right of employees to join any lawful organization, but contended that employers should not be required to negotiate except directly with their own employees or groups of employees, and insisted on the right to maintain their plants as "open shops." Labor met the employers' concessions by admitting that "entering into agreements and bargaining collectively with an association of union employees does not mean recognition of the closed shop unless the agreement so provides."

It is of signal importance that the present industrial peace should be maintained. Taking the average wage at \$3 a day strikes have cost the workers of Canada over \$44,800,000 in the last eighteen years and a half, or an average of approximately \$2,425,000 a year. A revised summary of industrial disputes from January 1, 1901, to June 30, 1919, as issued by the Department of Labor at Ottawa, shows that there were 2,127 disputes during the period, involving 620,235 employees, and that there was a time loss of no less than 14,937,229 working days. Between January 1 and June 30, 1919, there were 189 disputes, involving 105,026 employees and a

loss of 2,118,379 working days. During this six months period the average wage would not be less than \$3.50 a day at a conservative estimate, so that the monetary loss to the employees directly involved was at least \$7,500,000.

Scores of millions of dollars would be required to meet the indirect cost of these strikes. In some cases, as in Winnipeg, there has been marked dislocation of general industrial life, loss of output to factories affected by the disputes, loss to general commercial interests through cessation of orders and loss to the community through business stagnation.

EFFECT ON EXPORT TRADE

In addition to these domestic penalties there has been serious interference with the development of export trade. In the fiscal year ended March, 1913, exports of Canadian produce totaled \$355,754,600, while for the fiscal period 1917-18 they had reached a value of no less than \$1,540,027,788. In other words the war-time expansion of Canadian exports exceeded the entire value of Canadian imports when the latter were at their highest level, namely, in the fiscal year 1918, when they totaled \$962,521,847.

One of the outstanding economic problems of the Dominion is to maintain the war volume of export trade or to develop the domestic market so that sufficient business may be secured to support the industrial activity of the war period. Since the cessation of hostilities there has been a substantial decline in export trade. While up to the present the demand for foodstuffs has been maintained Canada has lost the munitions market, and recent trade reports show that Canadian exports of chemical and allied products have dropped already to a mere fraction of the war time volume and value. There has also been a decline in the exports of iron and non-ferrous metals and their products.

It is apparent that the war volume of export trade cannot be maintained despite the activities of the Canadian Trade Commis-

sion and other organizations that have been active in foreign countries. The Canadian Government, for instance, has established credits to the extent of \$156,000,000, including \$50,000,000 for the British Government for Canadian lumber, \$25,000,000 with France, Belgium, Rumania and Greece, and \$6,000,000 with Italy. Many groups of Canadian industries have organized for export trade, and an agreement has been reached between the Canadian Manufacturers' Association and the Federation of British Industries for the promotion of trade between the mother country and Canada. Several hundred Canadian representatives of branches of English and Scotch firms have formed a Canadian Association of British Manufacturers with branches at Toronto and Montreal.

DEVELOPING FOREIGN MARKETS

While the object of this association is largely to increase British imports into Canada, it should also be influential in developing export trade. A great deal of foreign trade has been received by the Canadian Woolen Manufacturers' Association. The Canadian manufacturers of women's garments, representing 95 per cent. of the trade, have organized a "Ladies' Wear Export Association" and have representatives in Europe. Agricultural implement manufacturers have formed their own organization for foreign trade development. So have Canadian confectionery, biscuit and chocolate industries; Canadian oil and lumber concerns; Canadian distillers, packers, manufacturers of paints, hardware, stoves, boots and shoes, pulp and paper, and other commodities. While these numerous agencies will all be influential in developing foreign markets, a marked decline in export business is inevitable during the reconstruction period.

Recognition of this fact has caused a pronounced revival of the "Made-in-Canada" movement—a movement that, despite the friendly business relations between the United States and Can-

Circulation!!

The last sworn Government Report
(Not the one before last)

covering the six months ending Sept. 30,
1919, shows the following significant
changes in the New York Morning
Newspaper field:

		GAIN
SUN	131,951	14,537
Tribune	117,053	9,042
World	370,289	1,971
Herald	109,267	1,625
		LOSS
Times	362,971	32,207
American	383,366	13,594

A logical corollary is the following Sun

Advertising Gain

(Based on Evening Post Statistics)

September	336,534	119%
October	349,968	90%

The **LARGEST** percentage gain over
same months last year of **ANY** paper
in New York City.

The  Sun.

NEW YORK'S GREAT MORNING NEWSPAPER



Announcement of Policy

On account of the New York printing situation, *Textile World Journal* has arranged for a resumption of publication in Boston. The October 4th issue will be in the mails before this announcement is published. Each succeeding issue will be published as fast as mechanical facilities will permit. It will be necessary to consolidate two issues into one and possibly four issues into two in order to catch up to schedule. But consolidated issues will be complete in that the technical, news and market departments of each individual issue will be intact along with the advertising to correspond. This is done on account of the importance of giving readers a complete and unbroken record for the year. The only omission will be every week advertising which would be duplicated in a consolidated issue.

Textile World Journal

*Audit Bureau of Circulations.
Associated Business Papers, Inc.*



BRAGDON, LORD & NAGLE CO.
334 FOURTH AVENUE, NEW YORK

ada, must operate against American manufacturers to the benefit of Canadian producers. Of the total imports into Canada for the twelve months ended last March, valued at \$916,443,432, no less than \$746,937,509, or 81.5 per cent., came from the United States. Even before the war 65 per cent. or more of Canadian imports were from the same source. The Canadian Trade Commission at Ottawa, the Canadian Reconstruction Association, with offices at Montreal, Toronto and Winnipeg, and other organizations have all been urging purchase of "Made-in-Canada" products to stimulate the domestic market, maintain industrial stability and provide employment for war veterans and war workers.

The movement has the support of industrial, commercial, financial, transportation and other interests. The Canadian Trade Commission contends that "for every million dollars retained in Canada by a refusal to buy other than Canadian goods a year's continuous employment can be given to at least 1,000 people."

TO PROTECT CANADIAN WORKMEN

Sir Edmund Walker, president of the Canadian Bank of Commerce, has pointed out that "every dollar's worth we buy abroad means that a dollar's worth of work has been diverted from a Canadian workman." The Canadian Reconstruction Association has full size posters all over the country urging that

"Canadian money, Canadian made

"Should stay in Canada for Canadian trade."

It points out that Canadian imports in 1918 totaled \$906,954,900 and contends that "if half this money had been spent on Canadian products it would have given employment to an additional 100,000 workmen, with an increased pay roll of nearly \$100,000,000." It has made use of various other mediums of publicity to emphasize similar arguments. Through the agency of manufacturers, wholesalers and retailers it has some 3,000,000

small colored pictorial cards in circulation throughout the country urging development of the home market. In all this movement there is no necessary antagonism to the United States, but it is felt that in such an economic emergency as the present Canadian goods of equal quality should be given the preference.

There is further a growing feeling against the export of raw or semi-manufactured materials where final processes of manufacture can be completed in the Dominion. Last year, for instance, 1,300,000 cords of pulpwood, valued at \$8,500,000, were exported, which if manufactured into paper at home would have represented more than \$75,000,000 and provided an additional \$25,000,000 for wages for Canadian workmen. So with other Canadian industries.

PLEA FOR FRUIT GROWERS

In a vigorous plea for the development of the fruit growing industry in Canada, G. W. Echlin, writing in the *Farmers' Magazine*, declares that with the development of the canning industry fruit growers have suddenly become aware that what was once a hobby is now a great national asset of untold commercial value. He contends that probably no other agricultural pursuit is destined to reach so dignified and important a level as that of fruit growing.

"It is a certainty," he says, "that the farmers of Ontario are not awake to one of the golden opportunities of the age when they neglect to plant new orchards each year or care for those they already have. . . . Little more than one-third of the fruit canned in the Dominion is home grown. . . . About 50,000 bushels of pears alone will be imported into Canada from as far west as the State of Washington this year, so that the orders of the canneries can be filled. It would appear that there is nothing short of a criminal short-sightedness on the part of farmers to allow such a state of affairs to exist long. . . .

"Nine times out of ten when

one opens a can of strawberry jam or preserves from the Canadian factory the fruit has come from Maryland, or some of the other Southern States. Thousands of tons of strawberries are yearly imported into Canada for canning purposes, buyers starting early for the scene of the Southern crops so as to be on the ground when the fruit is at its best. Every time the customer purchases a can of this fruit he pays for these expensive trips of the cannery buyers as well as the duty on the goods and the excess price which such foreign berries naturally bring. As high as \$10 a crate was paid this year for strawberries imported."

Canada last year exported products, other than those officially classed as manufactures, to the value of more than \$900,000,000. If the manufacturing processes of even one-third of these had been completed in Canada, employment would have been given to at least 125,000 more work people, close to \$125,000,000 would have been provided for additional wages and salaries and the net value of Canadian products would have been increased by approximately \$275,000,000.

Summarized the economic movement in Canada has three phases:

1. Stimulation of domestic trade.
2. Development of foreign trade.
3. The employment of Canadian materials as far as possible in all stages of manufacture and the completion of final industrial processes in the Dominion.

The first two seem vital to the continued prosperity of the Dominion. Many of the arguments used by the supporters of these movements apply with effect to the United States, but there is no comparison in the trade problems of the two countries. The United States has less need of foreign markets than any of the other great nations. It is blessed with a home market that normally absorbs no less than 90 to 95 per cent. of its manufactured products. It cannot be affected appreciably by Canada's economic movement.

Miller and Weaver With New York "American"

W. E. Miller, who has been business manager of the *Georgian*, and *Hearst's Sunday American*, Atlanta, Ga., has become associated with W. G. Bryan, publisher of the *New York American*. Mr. Bryan was formerly publisher of the *Georgian* and *Hearst's Sunday American*. Charles Miller, formerly advertising manager of the *Birmingham Ala. News*, succeeds Mr. Miller in Atlanta.

Charles Weaver, who has been advertising manager of the *Georgian* and *Hearst's Sunday American*, has also become associated with the *New York American*.

Warner Shaving Brush With Buck & Hammesfahr

An advertising campaign, prior to the holidays, will be undertaken for the Warner-Patterson-Perry Company, maker of the Warner shaving brush, Chicago, by Buck & Hammesfahr, advertising agency, Chicago. Following the holiday advertising campaign, a campaign in which numerous magazines and newspapers will be employed, will be conducted.

J. S. Hall and C. S. Quarles With Rosier Agency

Joseph H. Hall, who during a period of twenty-five years was with the *Philadelphia Inquirer*, and who was recently with the *North American*, Philadelphia, is now a member of the Oscar Rosier Advertising Agency, Philadelphia. This agency recently added to its copy department Carolyn S. Quarles, who has been with the *Illinois State Register*, Springfield, Ill., and was recently with the *News-Record*, also of Springfield.

Woolworth October Sales Increased

The F. W. Woolworth Co., New York, reports sales of \$10,742,643 for the month of October, 1919, an increase of \$1,408,977 over the sales for October, 1918. The sales of this organization for the ten months ending October, 1919, \$89,122,273 reveal an increase of \$7,463,875 over the sales for the same period in the year 1918.

Egmont Ruschke in Book Advertising

Egmont Ruschke, has been made manager of the advertising department of the *Cosmopolitan Book Corporation*, New York, the new book publishing organization of the *International Magazine Company*, New York.

Wire & Wheel Account for Green, Fulton, Cunningham

The National Wire & Wheel works, Hagerstown, Md., has put its advertising account in the hands of The Green, Fulton, Cunningham Company, Detroit.

ANY Rotogravure section is a great source of added interest and value to a newspaper. And when, instead of mere pictures of this and that, a Rotogravure magazine is devoted entirely to moving pictures, the interest among readers and the value to advertisers is increased a hundred fold.

THE PHILADELPHIA RECORD

Motion-Play Magazine—16 pages of Rotogravure pictures and news—free every Sunday. Circulation more than 140,000. Rates 40c per line, grading down to 30c on 52-time contracts.

Foreign Advertising Representatives

STORY, BROOKS & FINLEY

CHICAGO
People's Gas Bldg.

NEW YORK
Fifth Ave. Bldg.

AND

The Graphic Newspapers, Inc.

CHICAGO
People's Gas Bldg.

NEW YORK
450 Fourth Ave.

Member A B C

AS

The American MAGAZINE

Takes Its Rightful Place Among A

MAGAZINES are like men in that you can tell by their *manner* the kind of people they go among. And, like men, they should not be too conscious of their class.

Now let us take the case of *Asia*.

When *Asia* was started we had no idea in mind beyond that of making a magazine devoted pictorially and editorially to interpreting the wonder of the Orient.

Asia in its inception was intended to be just *one* thing and by achieving that *one* thing it has developed into *two*.

II

A London publisher once said at a dinner in this city that America was a land where crime might be concealed but never an interesting magazine.

That, in a line, expresses the incredible strides *Asia* has made during the past twelvemonth.

III

And it is just about here that the story of *Asia* begins to broaden out—about the time that our circulation passed the ten thousand mark.

Month after month it steadily and sturdily moved upward.

Nor was there an ounce of forced draught behind this sustained increase.

Asia in itself and by itself, was the incentive; that and nothing more.

Soon the fifteen thousand mark was passed. Subscriptions came from everywhere in America—but always from an un-

ASIA PUBLISHING

627 LEXINGTON AVENUE

WESTERN OFFICE: 14 East 10th St.

ASIA

MAGAZINE on the Orient

Among American Quality Publications

September Circulation

30,000



mistakably well-circumstanced type of reader. We can say this because we took the trouble to find out just the sort of readers that comprised *Asia's* family.

Then one day, after a survey of our circulation had been made, we saw for the first time what we really had. We saw that in building a magazine after our own ideal, we had also built a potential advertising property, a property whose subscription list, name for name, was the equal (if we dared to state our real belief we would say *superior*) of any quality publication in These States.

And so that precisely is what we mean when we say that *Asia* started out to be *one* thing and grew into *two*. It started out to be distinctively alone in quality and illustrative and editorial sense; and it has become, besides that, distinctively alone in quality in an advertising sense.

In short, we have hit upon a subject that is intriguing to hundreds of thousands of Americans—only that Americans never realized it until *we* hit upon it.

The page rate of \$165 (\$150 on a twelve-time contract) offers a shrewd and subtle attraction to the Advertiser that wants not only to tell but *sell*.

Raymond H. Babcock

Director of Advertising

PUBLISHING COMPANY

TON AVENUE, NEW YORK

E: 14 East Jackson Boulevard, CHICAGO



The Farmer is your Banker now

Backed by his army of millions of bushels of wheat and corn, the American Farmer is the Banker of the World.

He spends more money in one day than all the doctors and dentists spend in a whole month.

His bill for luxuries is greater than that of all *other* Bankers and Millionaires combined.

There are many more things which he *would* buy if he were told about them in the right way.

This Agency is particularly equipped to carry your message to the Farmer in a manner which he will understand.

THE CLIFFORD BLEYER CO.
Advertising
20 EAST JACKSON BOULEVARD
CHICAGO

The Diagrammatic Argument

Tearing Out the Side of an Entire House and Allowing the Reader to See Every Room, Do Not Baffle the Resourceful Artist.

By W. Livingston Larned

THE diagrammatic argument in an advertisement is peculiarly an artist's job. Yet there are few artists who specialize in this very exacting and spectacular field. The average artist looks upon this work with apprehension.

Advertisers of furnace equipment find constant need of this highly specialized type of design. The International one-pipe heater is a unique device, requiring but one large register and the heat is distributed evenly in every room in the house. It was not until the artist with the diagrammatic argument came to the rescue that this installation was presented to the public with any degree of clarity.

For here was a case where a diagram was an essential part. Those snug parlor and sitting room scenes, with everybody gathered around in warm comfort, had been used until they were threadbare.

The first page of the new series contained a display of an average three-story home, its sides torn away, to permit seeing all of the floors and rooms, and the installed heater in the cellar. Arrows, starting at the register and circulating upward into the rooms, established the manufacturer's story at a single glance and in a way that would be quite impossible with "human interest" illustrations.

The Homer Furnace advertising has also gone in for look-in-

diagrams of various kinds of houses. Perhaps the most striking of these was a side-by-side composition, of two homes, both identical, save in the heat installation. One look-in view pictured the discomfort of a single room

Give Your Ad a Try!
A new method
of advertising
that will
show your product
in a new way
Write Today!

Only ONE Register Heats the Whole House Comfortably

INTERNATIONAL ONEPIPE HEATER

INTERNATIONAL HEATER COMPANY
1414 Adams St., Chicago, Ill., U.S.A.

TO SHOW HOW HEAT TRAVELS A DRAWING LIKE THE ONE SHOWN IN THE ADVERTISEMENT IS PARTICULARLY ADAPTED, BUT THERE ARE NUMEROUS OTHER USES TO WHICH IT IS JUST AS WELL FITTED

heated by the old method and of the general circulation of heat, by the Homer process. Outside the snow was flying and King Winter howling at the portals.

Furnace advertising seems to have swooped down on the diagrammatic artist and claimed him as it's own, for current campaigns are all more or less diagrammatic. The Monitor Stove and Range Company, elaborating

the thought that "the heart of home life is the heating plant," very cleverly superimposes a large heart over a snow-covered cottage, and then proceeds to draw in a view of the Caloric Furnace, in the basement and a family seated in a snug little parlor.

There is a "trick" connected with the making of these remarkable illustrations. First must come an expert knowledge of perspective and of architecture and the men who are concentrating on them have, as a rule, had experience in this branch of draughtsmanship.

When the type of house wanted has been decided upon, the complete structure is drawn in, including those portions which will later be erased to permit the showing of the interior. This being done, the artist erases the area where the look-in view is desired, and proceeds to lay out, mathematically, the floors, their side walls, elevations of rooms, etc. A vanishing point, known to architects as the solver of perspective problems, makes it possible to throw the rooms "back," and secure a foundation for articles of furniture, floors, pictures on walls and even figures.

Where it is convenient, the artist is sent to a similar building and makes his own sketches on a tour through it, from basement to attic. This was the procedure in the case of a quite unusual magazine illustration used by the American Telephone and Telegraph Company.

In order to give the public some idea of the great task that lay before the company, following the war—the installation of new systems, added facilities and new departments—an exterior-interior view of one of the buildings was prepared, after an artist had been over the ground thoroughly. This structure was six stories high and the activities of every floor were clearly defined, when the walls were opened up and the path cleared for allowing you to peer right into the heart of the enterprise. There were giant switchboards, with many operators at

work, clerical departments and men at work down in the basement, on pipes and wiring. To design this remarkable drawing, it was necessary to lay out an architecturally perfect ground-work of the entire building.

This form of advertising illustration always appeals to persons of a mechanical tendency, and thus there can be nothing better for trade publications going to men in manufacturing concerns. Installations can be shown, plans defined and processes illuminatingly pictured, thus saving long explanatory text.

A golf suit house has trademarked an illustration that was never intended for that purpose, simply because it brought to the eye such a splendid diagram of a striking feature of the garment. An oval was placed over that portion of the golf suit which held the "Spreading Plait of the Pivot Sleeve" and the features emphasized. Likewise, a popular suspender is shown, by having an X-ray view right through the wearer's clothing. All of which shows that the scheme is not necessarily restricted to buildings.

The Stanley Works, of New Britain manufactures, among many other hardware accessories, a novel storm sash attachment. This patent keeps out the cold and keeps the warmth in. And there are always two ideas, therefore, to present to the reader.

By cutting away the outside protecting walls of a home, the artist may draw not only the storm sash hardware, but the comfort idea of the interior with people seated, kiddies playing on the floor and zero temperature defied.

The success of such illustrations, one and all, is largely dependent upon the truthfulness of the composition. Houses should be shown exactly as they are, and rooms placed where they belong, in true proportion to the other units. As many of the appeals are to people with a technical knowledge of the matter in hand, it is positively dangerous to go far afield from actual conditions.

118th Birthday of the New York Evening Post

On the 16th of November, 1801
118 years ago

ALEXANDER HAMILTON

and His Colleagues in the Enterprise
Brought Out the First Issue of the

New York Evening Post

DURING 118 YEARS

There have been built up

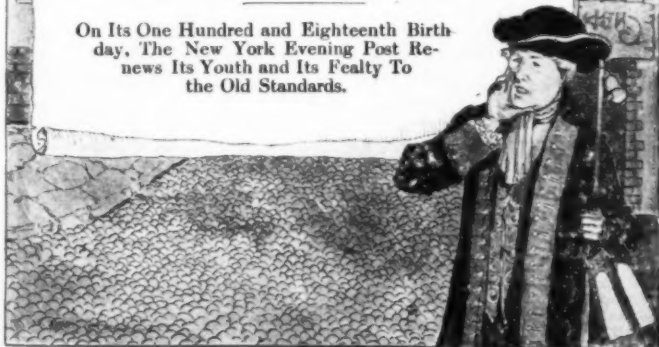
A BODY OF TRADITION: Independence in all things; public spirit, high standards of private and public life and service; candid criticism of the people's servants in the interest of common welfare.

A BODY OF READERS: Intelligent, discriminating, tolerant of dissenting opinion, open to new subjects and aspects of thought and inspiration, eager to know the truth.

A GROUP OF EDITORS: Changing in personnel with the passing of the years, modifying opinion with the development of human knowledge and the changing of conditions and relationships but ever jealous of the truth.

Readers Come and Readers Go; Editors Change; But
the Standards Remain and Advance.

On Its One Hundred and Eighteenth Birth-
day, The New York Evening Post Re-
news Its Youth and Its Fealty To
the Old Standards.



Add England to your Territory

¶ Every day the waters of the "herring pond" grow narrower.

¶ You may have enough to do to keep pace with your home business, but sooner or later the English market will nail down your attention to it.

¶ Between now and then is a period for preparation, investigation, and the inaugural part of your advertising. Sow to reap. Some of your far-sighted firms are acting now.

¶ We are known as the liveliest Advertising Service in England; and we are all ready to co-operate with American houses and their advertising agents.

¶ Waste no time, but send us the leading facts of your proposition and intentions and we will report conditions and prospects to you.

W. S. CRAWFORD, Ltd.

Advertisers' Agents and Consultants

CRAVEN HOUSE, KINGSWAY, LONDON, W. C.

Fish to Be Advertised in Britain

Lord Leverhulme's New Project—Price's Patent Candle Company also Acquired by Originator of Sunlight Soap

By Thomas Russell

London Correspondent PRINTERS' INK

QUITE the most conspicuous figure in the recent history of British advertising is Lord Leverhulme, founder (as William Hesketh Lever) of the famous soap concern, Lever Brothers; inventor of a water-tight profit sharing plan; founder of Port Sunlight, a garden village whose amenities are unharmed by the soap-boilery attached; advocate of the six hour day, and of workmen's spare-time education; abolisher of the pay envelope in favor of checking-accounts for workers; and, during the war, one of the least advertised and most useful helpers that the Government had.

His activities have been the subject of several letters to *PRINTERS' INK* by the present writer. He has consolidated some leading soap businesses, incorporating with his own "Sunlight" (for instance) Hudson's Soap, Monkey Brand and the Vinolia and Pears' toilet lines. He made the *Daily Mail* organization and Lord Northcliffe's allied newspapers pay him about \$600,000 damages for libel. He has extensive palm-oil interests in West Africa and has traveled considerably there. He makes oleomargarine. He has this week purchased the large soap and candle business of Price's Patent Candle Company, Limited, probably the biggest makers of candles and nightlights. He also owns the Isle of Lewis, one of the Outer Hebrides (West Coast of Scotland), where the famous Harris Homespun Tweeds come from, and thereby hangs a tale.

Lewis or Leodus, as it was formerly called, is an island about fifty-eight miles long and (at its widest) thirty miles across, with an area of somewhere about one hundred square miles. The Scotch cannot agree among themselves—and it will ill become a mere Southron to decide—whether it

was first colonized by the Northerners from Scandinavia, or the Gaels from Scotland or Ireland: it is significant that Irish manuscripts are quoted in evidence. The inhabitants live by fishing—cod, salmon, skate, haddock, whiting, mackerel, herring, turbot, flounders and brisling, the Northern Sardine; and by weaving. They shear, spin, dye and weave their own wool, when not corrupted (as they are beginning to be) by factory yarns: and Harris Tweed is a joy to look upon and wear. Also it lasts almost forever, and the older it grows the handsomer it looks. But the people are all poor and rather prejudiced. The potato was not introduced until nearly 1800 by a landlord named Clanranald, to whom they said: "You have made us plant the things: surely you are not going to make us eat them?"

IMPROVING MEN'S CONDITION HIS FIRST THOUGHT

When Lord Leverhulme bought the Island about a year ago, he began to cast about for some means of helping the people. This was characteristic. I suppose Lord Leverhulme has all the money that he can use or desire: and it is well known that he has for years devoted more time to thinking about his men than anything else. He decided that the product of the fisheries could be turned to better account than it is. Conditions in the wet fish trade are bad. Fish does not keep long unless salted or smoked. We do not salt or smoke much fish, except herring (which makes the admirable kipper the plebeian bloater or "two-eved steak" and the devastatingly salt red-herring or "soldier") with cod, haddock and a little salmon. Fresh fish soon goes bad. Bad weather, which can prevent fresh

fish from reaching the mainland and also (in Scotland) can even hold up trains, a railway strike or labor trouble at the fish-markets often cause tons of fish to be spoiled, and thousands of pounds of money to be lost. The price is at the mercy of the market. What is the remedy?

Obviously, advertising. Lord Leverhulme, through his varied interests, controls more advertising than any other man in the Kingdom. He is an enthusiastic believer in advertising and knows all that can be known about it. He has lately enjoyed the services of my friend, Sir Herbert Morgan, Knight of the Order of the British Empire, who, before he left it for war service in the Ministry of Munitions, managed the big advertising agency and printing business of W. H. Smith & Son. Sir Herbert Morgan is an evident source of strength to the Leverhulme advertising department.

THE SKIPPER JOINS UP

But Lord Leverhulme has also formed another connection. It was obvious that the quickest and most efficient way to organize the fish business would be through canning. It is easy to brand and identify canned fish so that it can be advertised. It is impossible to put a trade-mark on wet fish. Now by far the ablest and best-known advertiser in the canned fish trade is Angus Watson of Newcastle-on-Tyne, who owns the "Skipper" business. "Skippers"—with a superb advertising picture of a bearded sailor—are small fish called, technically, brisling, canned in oil: and the Skipper advertisements describe them as "brisling," with good points. The punning slogan is becoming well known. Brisling are almost identical with the sardine: but it was found impossible to defend legally the use of the word "sardine," though Skippers are only distinguishable from the Mediterranean sardine by expert tests. Angus Watson & Co. also advertise "Sailor Salmon Slice" and "Jack Tar Tuna."

A company with a capital of ten million dollars will be formed, but

no stock will be offered for public subscription. Lord Leverhulme has also acquired a controlling interest in the largest Harris Tweed business on the island and will build a new factory.

Housing in Lewis is very poor. So he is building 800 cottages this year and proposes to build at the same rate for the three following years. He will also pay freightage on materials from the mainland for inhabitants wishing to build their own houses.

It will take some time to get the canning industry going and until production begins no information can be obtained about advertising plans: but Lord Leverhulme, Sir Herbert Morgan, and Mr. Watson are all hustlers and the "Skipper" advertising, which was handled by the late S. H. Benson and is still conducted by his son at the Benson agency, was and is so brilliant, that some good work can be anticipated if the new advertising follows similar lines. By far the best poster just now on British hoardings is a lovely representation in ten colors of the "Skipper" fisherman's head.

F. W. Prince With Westinghouse Lamp Co.

F. W. Prince, who has been engaged in lamp manufacturing and lamp advertising work for the Hartford Electric Light Company, Hartford, Conn., for many years, has been made advertising manager of the Westinghouse Lamp Company, New York, succeeding Ernest Coler, who intends to devote himself to the production of commercial literature, dealing especially with automotive and technical subjects.

Danes Will Have American Industrial Exhibition

An exhibition which will illustrate American industrial conditions since the world war will be given at Copenhagen, Denmark, in February, 1920, under the auspices of the *Berlingske Tidende*, Copenhagen. The object of the exposition is to aid the business man of Denmark and the neighboring Scandinavian countries in obtaining full knowledge of American competition in the world business.

Louis Sirkey Handles Theatrical Advertising

Louis Sirkey, who has been a member of the classified advertising department of the New York *Tribune*, is now in charge of theatrical advertising for that publication, succeeding Syd Hydeman.



Some Progress!

Lines Paid Advertising

November Number, 1918, 9,297

November Number, 1919 - - 23,844

Increase 156%

*BOYS' LIFE is the ONLY publication
covering the Scout Field*

BOYS' LIFE

THE BOY SCOUTS' MAGAZINE

BOY SCOUTS OF AMERICA
Publishers

200 Fifth Avenue
New York

37 S. Wabash Avenue
Chicago

MEMBER AUDIT BUREAU OF CIRCULATIONS

"Show me a paper that carries the greatest volume of want ads and I'll show you the paper that leads in every other way."

THIS remark is credited to a prominent Advertising Agency space buyer who annually contracts for over a million dollars' worth of Display Advertising. This space buyer sensed the intimacy between the public and its popular want ad medium. He knew that this intimacy means voluntary reader attention and responsiveness—that the newspapers holding such close relationship to the public are the big result producers.

In Want Ads, as in Display, The Detroit News has led its field for many years. During October the want ad lead of The Sunday News alone has reached 63 per cent.

The superiority of The Sunday News as a newspaper—its rotogravure, tabloid magazine and many other features—have increased its circulation enormously and maintained a healthy lead over competition.

The Sunday News is the only Detroit Sunday paper rendering a circulation statement to the Government under the postal law. The Sunday News October statement shows an average net paid circulation for the previous six months of 190,854. Since then it has on successive Sundays climbed to 208,631; 210,689; 212,339 and 214,878 net paid. The Sunday News has 28,000 more total circulation and 38,000 more city circulation than its only competitor. Consult your A. B. C. statements for verification.

The Detroit Sunday News

"Always in the Lead"



The Advertiser's Exceptional Opportunity

Cartoon Advertisements Used in Fire Prevention Work

British Columbia Forestry Authorities Get Attention for Their Message in an Unusual Manner

THE idea of paid newspaper advertising to prevent forest fires is sound enough, though authorities have usually commenced, and stopped, with other forest protection educational measures. In British Columbia, whose timber resources are among the most valuable in the world, the forestry branch, department of lands, used a series of twelve newspaper advertisements the past season. The advertisements were cartoons, and one a week was published, in practically every newspaper in the province, during the most dangerous period in the fire season.

"This was paid advertising and not free copy," according to C. S. Cowan, Assistant Forester.

In describing the campaign Mr. Cowan says: "Other forms of educational fire protection publicity undertaken were in the form of posters outlining the fire law, logging regulation notices. Four of the cartoons employed in the newspaper advertising, were enlarged to poster size and printed.

"It is, of course, impossible to gather any complete data as to the exact effect of such advertising, but this past year the cartoons alluded to were tried out as an experiment, with, we believe, a certain amount of success."

The ideas for these cartoons came from the forestry department. Each was calculated to drive home to the reader some very vital reason why he should take every precaution to prevent forest fire. Thus various classes were appealed to in different ways. Each cartoon was headed, "Guard Against Fire," while beneath it the caption, "One Reason Why," was used.

The cartoon, "One Reason Why: Dry Creeks, Poor Crops," depicted a gaunt settler tragically

pointing to denuded mountain slopes, while beside him, starving, thirsty cattle pathetically sniffed at a dry creek-bed.

The good cartoon can be wonderfully effective. The picture of a settler facing ruin due to a lack of water caused by a fire evoked the caution of other settlers while it aroused the sympathies of hunters and tourists who went into the forests for an outing.

A second cartoon was of a nature which appeals to every provincial property-owner. It showed a burning forest on one side of a pair of scales, labelled, "Revenue-producing Timber," and on the other and descending side, a bag of money, "Taxes," crushing a man beneath as it bore down. The man was the "B. C. Public." As the timber burned up, the taxes grew heavier.

It is to be doubted if a column of type could have brought home so well to the average British Columbian the relation of devastating forest fire to his own pocket-book.

The orthodox fire prevention advertisement is the small poster, plentifully put up in danger areas. It gets the attention of transients and residents when and where there is acute present need of care. There is no question whatever of its value, or its need, in fire protection educational work. It is to be compared with certain types of advertising calculated to get the attention of buyers just as they are about to spend.

Through the advertisement, it is practical to talk merchandise to a prospective customer in his home or wherever he reads—not merely in a store or office. Similarly, not alone within fire areas, but within the homes of the region, can the necessity of care against forest fire be urged in clever, resultant ways.

When the Illustration Takes the Place of the Headline

A Good Illustration Requires No Headline to Explain Its Meaning

By E. B. Weiss

FOR some reason or other the headline has always been regarded with great respect. The student of advertising will tell you that the headline corresponds to the salesman's introduction or method of getting an audience. Also that the selling talk or presentation of the article being sold and the salesman's close correspond specifically to the body and final appeal of the advertisement.

Any copy-writer can recall the amount of mental energy he put in devising a headline for the first ad he ever wrote. All of us struggled so hard and long to get something full of pep and striking into that headline, that the rest of the copy was almost entirely forgotten. Perhaps you sat for an hour at a time, pencil poised for instant action, looking skyward for a heaven-sent headline. When it did come, you were probably so excited that the body of the advertisement received little attention.

This situation does not exist only among ambitious juniors, however. Everywhere, perhaps because it is the outstanding feature of the copy, the headline is given a vast amount of attention. In an advertisement that has no illustration, the headline is, undoubtedly, of some importance. Even here, nevertheless, the body of the ad, especially the first two paragraphs, means far more than both the headline and the close put together. For confirmation of this statement, let us go back to the analogy in the three stages of advertising and selling. Anyone who has handled salesmen will tell you, that the art of getting an introduction is the least virtue of a salesman. Of course it is true that many men have a knack of getting the ear and attention of a prospect, and it is also true, that such a salesman, provided he

is as proficient in the other stages, will make a better record than another who has not this faculty.

But the time is passing when salesmen must devise ingenious tricks to get into the presence of a prospect. This is especially so if he is selling a well-advertised brand, for in that case the mere mention of the firm name usually means an audience. The experienced sales manager will tell you that the great value of the salesman lies in his ability to talk and to argue intelligently. He knows that a salesman who can tell his prospect all that is necessary in connection with the product or service he is selling in a convincing manner combined with an ability to close, will always make good. His dress and manner of speech or his approach may not be on a par with his well dressed brother who has concentrated all his thought and study on his introduction, yet he will chalk up a larger sales total than the dapper-looking gentleman who knows all the finesse of saying "good morning" and nothing more.

SALUTATION NOT NEEDED IN SOME ADVERTISING

In planning the advertising copy the same holds true. When illustrations were poor, due to printing limitations and the scarcity of good commercial artists, the headline, being the most powerful factor in forcing attention, was naturally of great importance. Modern advertising, however, with its variety of type faces, its wonderful layouts, and marvelous illustrations, each in itself as powerful an influence in creating attention as the headline, has it not made the headline at times almost obsolete?

Take the Prince Albert advertising, which has been running with little variation for a num-



Part of the Girls' High School Training—Domestic Science

The Importance of the Girl

as an advertising asset equals—perhaps exceeds—the importance of the Boy. The girl at 14 is more mature than the boy at the same age. She is an active cog in the domestic routine of her present home—not only consulted by, but making many welcome suggestions to Mother for the table, dress, home-furnishings, equipment, etc.—and in a few short years she becomes the “Housewife of Tomorrow.” THE GIRLS’ COMPANION is the *one* national medium of commanding circulation through which you can definitely reach this wholesome, responsive field at an age when the impression made will be deep and lasting. Our 400,000 girls, with their tremendous Buying-influence in as many desirable homes, provide an ideal combination of your present and future market.

Some of the better-known advertisers who recognize the importance and extent of THE GIRLS’ COMPANION field are:

Ayvad Mfg. Co.
S. L. Allen & Co.
American School of Corres.
Barney & Berry.
Book Supply Co.
Bastian Brothers Co.
Blaine Mfg. Co.
Binney & Smith.
H. W. Buckbee.
Capper Publications.
Crowell Publishing Co.
Christian Herald.
Columbia Bicycles.
Colgate & Company.
Cornish Co.
Crofts & Reed.
Economy Bible Club.
Fay-Morton Company.
Famous Players-Lasky Corp'n.
Farm Journal.

Chr. Hansen's Laboratory.
Peter Henderson & Co.
Kimball Piano Co.
Kinsella Co.
King Institute.
Larkin Company.
Mead Cycle Co.
William Henry Maule.
McLain Orthopedic Sanitarium.
Philo-Buri Mfg. Co.
Pacific Mills.
Stanley Rogers Co.
Straus & Schram.
Setchow & Righter.
Johnson Smith & Co.
Thomas Hosiery Co.
U. S. School of Music.
Wing & Son.
Williams Piano Co.
Wrigley's Gum.

(The Advertising Gain for 1919 will Equal, if not Exceed, 100%)

THE GIRLS' COMPANION

David C. Cook Publishing Co., Elgin, Ill.

WESLEY E. FARMLOE, Advertising Manager

Edward P. Boyce, 95 Madison Ave., New York
Chas. H. Shattuck, People's Gas Building, Chicago
Sam Dennis, Globe-Democrat Building, St. Louis

COOK'S WEEKLY TRIO: A MILLION BOYS AND GIRLS

THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY



Hung In An Art Gallery.

the successful advertising illustration could not hope to achieve immortality. Nor could the immortal picture hope to achieve distinction as a business producing illustration.

Buy your advertising illustrations on the basis of sales compelling force rather than art appeal.

Hawtin Studio illustrations combine the art of salesmanship with the art of proper technic—there can be but one result—the profitable use of the advertising space in which they are used.

HAWTIN ART STUDIOS

Illustrators for advertisers

19 South
Wells Street



CHICAGO

PRINTERS' INK

ber of years. The illustrations are character studies of smokers, happy, intelligent smokers, men who know a good smoking tobacco when they run across it. When you turn to a Prince Albert advertisement, the very first thing that strikes you is the physiognomy of a happy, contented smoker, glowing with good nature. It puts you in a receptive mood. The fine, big character heads with their happy, rollicking faces tell a story that could not be told in the limitations of one page of type. They say that Prince Albert must be good, and they get it across so convincingly that you cannot help believing it. They would sell Prince Albert without a line of reading matter. No headline is needed here to get across the message. No headline could get across that message of peaceful content, that message of "high-spot-smoke-joy." The illustration is so full of expression, it brings out its point so clearly that it requires no headline to explain its meaning.

An advertisement of P. and G. Naphtha Soap is a fine illustration of how a good illustration, a well balanced layout and correct type, combined, create an attention-getting piece of copy, that requires no headline to explain its story. Here we have an illustration of a beautiful room, everything spick and span, every corner looking bright and clean. The entire ad is laid out so well, and the fine clean type expresses the thought of cleanliness in such a way, that a headline would merely be a repetition of what the entire ad suggests. Any housewife in glancing through a magazine, even though with but a hasty look, could not help but get the message. Not even a one-word headline consisting of the word "Cleanliness" could get the keynote across more quickly. For the entire piece of copy can have but one meaning, which is so clear that it would be an insult to the intelligence of its readers, were an attempt made to explain it. Without so much as a line of copy or explanatory text, it is probable that the illustration alone

would convey an adequate idea of the advertiser's message.

Then there is the campaign of Wm. Demuth & Co. W.D.C. pipes have a definite message to deliver the public. It is quality upheld by contented workmen. Most of the copy is devoted to the plan of self-government being worked out in the plants of the company. To the illustration is given the task of telling of W.D.C. quality. Suppose that a photograph of the pipe had been used, with the one word "Quality" beneath it? The result would be rather disappointing and prosaic. There is something lacking—something that you can't explain. The pipe is there in all its beauty and the headline brings out the keynote of the ad, all right, but the snark is missing. It doesn't convince the reader nor is it an attention getter.

But the illustrations in current advertising picture a young man admiring the pipe. There is a feeling of quality and then some that is imparted by the illustration that needs no explanation.

This use of the illustration in place of the headline is being made by a number of other advertisers. The Nunn, Bush & Weldon Shoe Co. uses it to excellent advantage in creating an impression of distinctive appearance. Recent advertisements of the National Biscuit Company products bear no headlines. Many of the automobile advertisers depend upon the illustration alone to get attention. Another advertiser who has used this type of advertising is the Liegett & Myers Tobacco Co., for Fatima Cigarettes.

Some one once said in effect that a picture could say more than a million words. Certainly many of the advertising illustrations of to-day can say more than the few words in a headline. Not only that but they also make the headline, in many cases, unnecessary. If an illustration is good, if it brings out the keynote of the text, then repetition, by means of a headline, will not strengthen it any. And who will say that illustrations cannot accomplish these very things?

J. N. Willys Acquires Republic Truck Co.

The controlling interest in the Republic Motor Truck Company, Alma, Mich., has been acquired by John N. Willys, president of The Willys-Overland Company, Toledo, O.; F. W. Rugles, president of the Republic Motor Truck Company; and W. J. Baxter, a director of the Republic Motor Truck Company. Plans which call for an immense expansion of activities are under consideration.

While there will be no direct connection between the Willys-Overland Company and the Republic Motor Truck Company, large purchases of the products of the Republic Motor Truck Company will be made by The Willys-Overland Company.

Gray Agency Has Five New Accounts

The western advertising account of the Carey Salt Company, Hutchinson, Kan., maker of table salt, has been put in the hands of the F. A. Gray Advertising Co., Incorporated, Kansas City, Mo. This agency has also obtained the advertising accounts of the Nicholson Products Company, Topeka, Kan., manufacturer of "Life O'Wheat" cereal; George B. Miller and Son Manufacturing Company, manufacturer of agricultural machinery; Western Manufacturing Company, Washington, Iowa, maker of heaters; and the Porter Incubator Company, Blair, Nebr.

Teaching School Children To Read Ads

Arthur Williams, Federal Food Administrator at New York, has asked Mrs. William Randolph Hearst to head a committee to carry on a campaign of education in the public schools, designed to teach children the advantage of shopping around for purchases. Newspaper advertising, he says, will be the text that the children will be required to study.

Alfred Stephen Bryan Establishes New Agency

Alfred Stephen Bryan, who with George C. Sherman, established the advertising agency of Sherman & Bryan, Inc., and who has been with that agency during the last fifteen years as vice-president and chief of the copy department, recently formed the Alfred Stephen Bryan advertising agency, New York.

W. H. Dilg with Liberty Agency

William H. Dilg, who has recently been with the Gardiner & Wells Co., Inc., advertising agency, New York, and who for some twenty years was head of the Will H. Dilg Advertising Company of Chicago, is now associated with the Liberty Advertising Agency, Inc., New York.

Chicago Council Entertains Convention Delegates

At the invitation of the Advertising Council Committee of the Chicago Association of Commerce, the Chicago delegates to the recent New Orleans convention of the A. A. C. of W. assembled for a dinner-dance on the evening of October 28, in the Red Room of the Hotel La Salle in that city. Among the speakers were Mrs. Irene F. Sims, Miss Claire B. Samels, Mrs. Olivia Barton Stroh and Miss J. G. Hoagland, of the Woman's Advertising Club, Homer J. Buckley, James A. Davis, Clinton P. Lampman and Frank B. White.

Southern Publishers and Agencies Meet at New Orleans

The advertising committee of the Southern Newspaper Publishers' association will hold meetings at New Orleans on November 14 and 15. The southern council of the Association of American Advertising Agencies will also meet in New Orleans on November 15th. It is planned that the publishers' committee and the agencies' council should meet in joint session on that day.

Death of Jacob G. Carpenter

Jacob G. Carpenter, for forty-five years in the employ of the Brooklyn *Daily Eagle*, died in his seventy-seventh year, Nov. 8. Mr. Carpenter was born in Poughkeepsie, N. Y., and during the civil war he served with the 22d New York Regiment. After the war he began his career in the *Eagle's* advertising department.

T. P. Seymour Returns to A. N. P. A.

Theodore P. Seymour, who has been purchasing agent and assistant to the publisher of the New York *Post*, has become a member of the staff of the American Newspaper Publishers' Association, New York. Mr. Seymour was with the Association before he joined the *Post*.

Harry Varley With Batten Agency

Harry Varley, recently returned from England and who was at one time head of the copy department of Croot & Denhard, Inc., advertising agency, New York, has become a member of the copy staff of the George Batten Co., Inc., advertising agency, New York.

"Twenty Mule Team" With Sheridan, Shawhan & Sheridan

The Pacific Coast Borax Company, New York, distributor of "Twenty Mule Team Borax," has put its advertising account in the hands of Sheridan, Shawhan & Sheridan, Inc., advertising agency, New York.

Does He?

Query No. 1—Does a general scatter his armies over half a continent hoping that some part of the attenuated line will meet the enemy, or does he definitely locate his objective and then drive straight for it with all available forces?

Query No. 2—Does a salesman make a house to house canvass of a town to locate the kind of a store, factory, railroad, shipyard, hospital, contractor or professional man, that uses his goods?

THE ANSWER

—contains food for reflection by the advertising general attacking public indifference, or the salesman-in-print reaching out for his market. The intelligent application of the great PRINCIPLE involved means bigger, quicker results, and *lowered advertising cost.*

Concentration gives maximum power where it is needed; specialization in copy and media is no less effective than specialization in production and selling. These principles are working for 160,000 advertisers who are telling their own story, to their own prospects, in their own language, through their own Business Papers. If you want to use this great force in your own business, you are invited to consult, without obligation, our Advisory Service Bureau, concerning papers or markets.

All Business Papers are good, but some are better than others. The phrase "Member of the Associated Business Papers, Inc.," means proven circulation PLUS the highest standards in all other departments.

THE ASSOCIATED BUSINESS PAPERS, Inc.

Business Press Department A. A. C. of W.

Headquarters 220 W. 42d Street New York

Fat Years *and* Lean

CRITCHFIELD counsel and service in the marketing of American products have been tested in times of industrial depression as well as in years of business prosperity.

The twenty-seventh year of Critchfield's activity in advertising and merchandising fields finds many of this company's earliest clients availing themselves of its advice and co-operation.

Fifteen of its accounts have been handled for more than twenty years, eighteen for from fifteen to twenty years, and twenty-six for from ten to fifteen years. On fourteen of these Critchfield has placed the advertising since the origin of the companies; on nineteen, since the firms started advertising.

THIS EXPERIENCE has given an exceptional viewpoint. It is back of Critchfield's success with its many accounts of more recent date.

The large volume of business handled continuously through a long period of years has shown concretely what to accept and what to reject in advertising practices.

Discussion of your advertising and merchandising problems is certain to prove helpful. Such conferences place you under no obligation.

Critchfield & COMPANY

CHICAGO : NEW YORK : DETROIT : MINNEAPOLIS



When your Printer suggests OLD HAMPSHIRE BOND

—he is suggesting the best bond paper he knows;

—a paper that is made of clean, hand-sorted rags, and carefully fabricated into a crisp, clean texture of wonderful finish and durability;

—a paper that will win a welcome for your message, and command the respect of your correspondent;

—a paper that will enable your printer to bring out the best that's in the job you give him—a snap and sparkle that you will get from no other paper made.

Consider these things when your printer suggests Old Hampshire Bond.

Book on Paper Making—Free

Send for a copy of "The Art of Paper Making." It tells how Old Hampshire Bond is made; and why it is so supremely durable.

Old Hampshire Stationery is made for the use of men and women who know and appreciate fine paper for personal correspondence.



Laying a Path for Advertising by Clearing Up the Dead Wood in the Industry

An Inspiring Lesson in Work of the National Fertilizer Association

By O. M. Kile

MANY an industry has got into a "jam" that has blocked its progress for years. The industry itself could not move past the obstruction and neither could any individual company in it.

These tie-ups are usually caused by bad trade practices. Way back in the early days of the industry some concern starts doing things that it shouldn't do. It inaugurates a foolish scheme of trade discounts. It starts to give free goods or to pay dealers for doing something that they should do without pay. It brings out an inconvenient package or commences to brand its goods in some objectionable fashion. Perhaps it antagonizes the buying public and this eventually inspires hostile legislation.

These practices may become deeply rooted in the trade. Other concerns coming into the industry at a later date find that established competition has set the pace for them. In order to survive they are obliged to do what the others are doing. They are quite innocently caught in a web of unbusinesslike practices, with the weaving of which they are not in the least responsible.

Such conditions may exist for years—so long in fact that those now in the industry may have no knowledge of how these silly precedents originated. As a rule no one concern feels strong enough to throw off the yoke of custom. They tolerate these practices, not because they are in sympathy with them, but because they are not able single-handed to correct them.

About the best way to clear away dead wood of this sort is for the whole industry to set aside its competitive suspicions and to get

together for the welfare of all those engaged in it. When competitors unite in whole-hearted co-operation they can soon establish trade practices that will remove the "jam" from the industry. That manufacturers in practically all lines are beginning to see the necessity for this close-knit co-operation is one of the principal reasons for the growth of the association movement during the last few years. Manufacturers are finding that they can do many things for the good of the industry when united that they could not do fighting alone. A number of co-operative advertising campaigns are based on this idea.

A typical illustration of how an association can improve industrial conditions is furnished us in what the fertilizer manufacturers are doing. Your own line may be as far from fertilizer as the Kaiser is from the hearts of the people of the world, but I will wager that unless you are in an uncommonly fortunate business, you will find that the fertilizer people have problems that you have. There may be a lesson for you in how they are unraveling their problems.

THE EVOLUTION OF AN INDUSTRY

To the majority of people fertilizer is just a "smell," yet 200 million persons eat food grown largely by the aid of commercial fertilizer, and seven million tons are required annually to meet the needs of the United States alone.

In spite of the extent to which the fertilizer industry contributes to the comfort and well being of mankind, a few years ago it was distinctly and literally in bad "odor." The agriculturist of the West took extreme delight in re-

ferring vaguely to the fertilizer-ruined "abandoned" lands of the East and in the same breath piously implored the Almighty that they of the favored West might ever be spared from the use of this malevolent agent. It was about as much as a man's reputation was worth to suggest that fertilizer had a real economic cause for existence and the popular winter pastime of every state legislature from Maine to Missouri was to concoct some further regulation to harass the sorely tried fertilizer manufacturer.

And if many of the stories of a score of years ago be true, the manufacturers, as a class, were not altogether blameless. In fact some few companies here and there deserved all that was meted out to them; but as is usual, the good had to suffer along with the bad, and the memory of ancient wrongs clung in the minds of the alleged wronged long after all cause was removed.

You see, the fertilizer business is one which is peculiarly open to deception. Goods must be handled by the ton rather than by the pound and there is always the chance for slight errors to creep in either in manufacturing or in sampling for analysis afterwards. Furthermore, so many factors enter into the proper field use of fertilizer that results on crops vary from year to year, from soil to soil, and from crop to crop. Thus it was inevitable that unscrupulous companies should enter the field and dishonest goods gain circulation.

Add to the above, threatened overproduction and a multitude of price cutting tactics, and you have a picture of the conditions which existed in the fertilizer industry at about the time of the organization of the Soil Improvement Committee of the National Fertilizer Association eight years ago.

THE COMING OF THE SOIL IMPROVEMENT COMMITTEE

The stated purpose of this organization, which included at first only the Middle Western manufacturers, was to "educate the farmer to a more intelligent use

of fertilizers along with other good farm practices." Agricultural and publicity experts were employed and a direct attack made upon prejudice and ignorance as encompassed in the mind of the average farmer, in-so-far as fertilizer was concerned.

The farm press lent its support, timidly at first, but later most generously; public lectures were delivered by the score; letters written by the thousands, and pamphlets circulated by the million. Still, however, progress was slow.

It was discovered before long that there is a group of some twenty to thirty thousand men in this country who practically control agricultural thought and development, particularly along the newer lines. These men are the leaders, many of them—such as county agricultural agents, extension specialists, etc., officially so; others leaders because of their prominent positions as officers of county and state organizations, or perhaps because of signal individual success. These men stand between the six million farmers and the few thousands of manufacturers and scientists who have new ideas and new products to offer the farmer, and are in position to either block or accelerate the progress of any new feature or idea proposed.

Obviously the thing for the fertilizer manufacturers to do was to concentrate their attention on these leaders. If they could be convinced of the justice of the fertilizer contention, and their minds rid of the prejudice so long embraced, then the way would be opened for new ideas as to the utility of fertilizer, and these same leaders would be most effective in carrying these ideas to the millions of farmers.

So the guns were re-trained and individual shots, rather than broadsides, were fired. General publicity was kept up, designed to awaken a more general interest in fertilizers and the profits to be made from their use, but the heaviest effort was concentrated on the leaders.

Some first-class research and development work was necessary



**BIGGEST
PITTSBURGH
CIRCULATION
AT LOWEST RATE**

140,000
Worth-While Circulation
at 18 cents
a line

Biggest and Best Circulation Lowest Rate — Richest Field

POSITIVELY the best buy among Pittsburgh mediums at the present time is the Pittsburgh Post and Sun Combination—a combined non-duplicated 140,000 circulation which throughout is worth-while circulation—the people of greatest buying power—the best market for your products—at the lowest cost per line per thousand.

The prestige, good will and rapidly growing circulation of the Pittsburgh Post and the Pittsburgh Sun have been won by building the clean conservative newspapers that appeal to the substantial people. For efficient advertising in Pittsburgh, use the Pittsburgh Post and Sun Combination.

PITTSBURGH POST AND SUN COMBINATION

Gives 140,000 Pittsburgh Worth-While Circulation at an 18c Rate. Best Space Buy in the Field

CONE, LORENZEN & WOODMAN, Publishers Representatives
NEW YORK CHICAGO KANSAS CITY DETROIT



Princess
COVER PAPER

**EXCELLENT
FOR EXPORT
CATALOGS**

An Export Catalog or Booklet plays an important part in advertising abroad. It must inspire confidence in foreign buyers. A favorable first impression is highly important.

Princess Cover is used by the shrewdest and most successful advertisers for export catalogs. It commands the attention of business men, because it is rich, solid and practical in appearance.

Princess Cover Stock is strong and durable, with remarkable embossing qualities. Perfect results are obtained from artistic type or color work if Princess Cover is used for a background.

TWELVE COLORS AND WHITE

Send for Princess Sample Book. Dexter's snappy, unusual house organ, "XTRA" will also be sent.

C. H. DEXTER & SONS

Incorporated

Windsor Locks - Connecticut

to dig up and establish new, or at least little known, facts about the utility of fertilizers. Few had thought of fertilizing pastures, for instance; they were popularly supposed to fertilize themselves automatically. It was necessary to show that the use of fertilizer on pastures was both practicable and profitable. Only one experiment station had remarked the fact that fertilizers hasten maturity of crops and thereby frequently enable them to escape killing frosts, drouths, rust and other diseases. Only a few highly technical experimenters had observed this fact and no mention had been made of it except in an incidental sort of way. No one had given any real attention to the fact that fertilizer provides an effective means of fighting the Hessian Fly—an insect which collects millions of dollars toll from the wheat crop every year. The fact that fertilizer saves farm labor and that fertilizer and cover-crops make a complete substitute for the rapidly dwindling supply of stable manures had also been allowed to pass unnoticed.

All these ideas and many others were marshaled into shape, dressed up in advertising form and showered upon agricultural leaders in the form of bulletins, folders, advertising copy, lectures, farm paper articles, lantern slides and cloth charts—the latter offered for the leaders' own individual use in making local talks before farmer or student audiences.

It is most interesting to watch the progress of an idea. At first it must make its way alone in the cold, cold world, without support and often in the face of opposition. Then one leader after another takes it up, nurses it to his heart as his own, adds a point here and there, and is henceforth an ardent advocate. The progress made by these newer ideas regarding fertilizer was surprisingly rapid. Of course they were basically sound ideas and of course the data on which they were based had been accumulating for years, in most instances; but they were new ideas just the same, because no practical application of these

data had previously been made. The power of concentrated, properly directed publicity quickly forced these ideas into the minds of agricultural leaders everywhere.

A MOST UNEXPECTED DISCOVERY

But the springs of thought and analysis once started would not be dried up, and before long investigation became introspective. And to its surprise, the organization which started out to educate the farmers, found itself in need of education.

Manufacturers found that their sales forces knew little about the product they sold and in most instances even less about the proper grades of goods to recommend for different crops under different sets of conditions—and it might be remarked in passing that it makes some considerable difference whether a particular fertilizer is to be used on cantaloupes or carrots. Salesmen were frequently unable to give intelligent straightforward discussion of fertilizers when occasion arose and as one manufacturer put it "being ashamed to admit that they did not *know*, they told the first thing that came into their minds." After a given farmer had heard three different and conflicting stories from as many different salesmen, he could not be expected to be exactly wildly enthusiastic about any particular fertilizer or even about the whole fertilizer idea.

Here was the "nigger in the wood pile," it seemed. Salesmen must know more about the article they are selling. Conferences of salesmen were held throughout the country; high-priced specialists on soils, crops, fertilizers and salesmanship held forth during two-day sessions and a distinct appreciation of the need for education engendered. The various publications of the Soil Improvement Committee received a more conscientious reading than ever before. Further plans for more detailed study and higher standards of education before taking up the salesman's portfolio, are now the order of the day. This spirit culminated some time ago in

a week's conference of sales managers at Cornell University, at which some ninety managers and officials of the principal fertilizer companies of the North studied for six days at the feet of the teacher of Soil Technology and Agricultural Chemistry of the College of Agriculture. Field trips to study experimental plots made up a most important part of the week's work. Agricultural and Soils Specialists from Indiana, Ohio and Pennsylvania were brought in to take places on the programme. So instructive and so valuable all around did this conference prove that it will in all probability be duplicated—hereafter for salesmen—at various agricultural colleges throughout the country.

A TROUBLE-MAKER TRACED HOME

Just about the time the manufacturers were getting a good hold on the "education of salesmen" idea they made another discovery. They traced one troublesome beast to its lair, and found that the tracks led right back to their own offices and factories. The *manufacturers themselves* made it practically impossible for the salesman, or anybody else, to give an intelligent and uniform fertilizer recommendation. By doubling up and multiplying the number of grades and brands to such an endless extent, they had balled things up so badly that few could make heads or tails out of the confused mass.

Standardization obviously was the next needed step. It took courage for manufacturers to agree to scrap some of the analyses which had built up a good demand but which were not "standard." But standardization is now well under way, and bids fair for early complete accomplishment.

As an aid in giving quick and practical information relative to standard fertilizer analyses, a simple device was invented, which shows instantly the proper standard analysis for a given crop on a given soil under a given set of conditions.

It was inevitable that with all this self-study and striving toward higher ideals, the industry should

catch something of the spirit of "Service to the Consumer." It has taken years to come finally to a realization of the fact that the manufacturers' final best interest is served when the consumers' best interest is served. In the fertilizer industry this means higher grade goods (higher percentages of plant food; less filler), less lost motion between manufacturer and consumer, and better service in the matter of supplying the right goods for a particular use. This will not come instantly, and one-hundred per cent, but the big advance has been made in grasping the fundamental idea and the working out in material form will follow as a matter of course.

With the agricultural leaders sold on the merits and utility of fertilizer; with an improved and standardized product; and with better informed salesmen and better selling methods, and good advertising to back up the work of the men, the fertilizer industry is now ready to make real progress in getting fertilizer used in right quantity on every farm where it will pay a profit. Heavier advertising will undoubtedly constitute one of the means of accomplishing this end.

The programme of development has been long and is not yet complete. Educational work, initiated by the Soil Improvement Committee, has taken most unexpected slants and has found its services required in most unexpected places, but every organization and every legitimate interest which it has come in contact with, has benefited by such contact. This sort of educational propaganda work can render good service in many another industry.

Additions to Manternach Staff

W. A. Grant and Philip Folsom Broughton have joined the Manternach Company, advertising agency of Hartford, Conn., the former as merchandising council, directing the plan and copy department, and the latter as a member of the company's staff of representatives. Mr. Grant has been with the W. A. Patterson Co., New York, and Mr. Broughton with N. W. Ayer & Son, Philadelphia.

Edmund J. Felt, formerly of the Manternach Hartford office, has joined the company's Buffalo Division.

900 Grocers

have contracted to stock
approved food products
when advertised in the

Los Angeles Examiner

on a 10,000-line non-can-
cellable order.

They recognize the paramount in-
fluence of this newspaper with the
housewives of Los Angeles.

These grocers and the homes of the
Southwest are yours, through the

Los Angeles Examiner

M. D. HUNTON

W. H. WILSON

EASTERN REPRESENTATIVE WESTERN REPRESENTATIVE

American Circle Bldg.

Hearst Bldg.

New York

Chicago

Sold \$2,850,000 Worth of Bonds Through Newspaper Advertising and Saved \$70,228.17 Thereby

Another record has been made by the newspapers of Wisconsin and it really stands out as one of the most important demonstrations of the efficiency of the newspaper in moving a commodity.

The Milwaukee Electric Railway and Light Company desired recently to place in the hands of a large number of purchasers an issue of five-year seven per cent notes amounting to \$3,600,000. Quoting in part from Frank Putnam, Director of Publicity: These bonds were "sold directly across the Company's counters through home newspaper advertising. Newspaper advertising was supplemented by a small field force working during the early part of the campaign; also by circulars mailed to investors already interested in the Company and by an initial sale of \$400,000 of the notes negotiated by the Management to the Milwaukee banks.

"These sales methods greatly facilitated the newspaper campaign and \$750,000 of the issue can be credited to this supplementary method, leaving \$2,850,000 attributable to newspaper advertising.

"The actual cost of selling the entire issue was as follows:

Newspaper advertising.....	\$51,525.62
Office expenses, sales commissions, etc.....	22,246.11
Making a total of.....	\$73,771.83
With a per cent cost of .02049.	

"There were 5,458 buyers, of which 160 are residents of other states, and of the total, 1,394 women were purchasers.

"The saving to the Company of \$70,228.17 was effected through the difference between the actual cost of newspaper advertising, etc., as compared with the syndicate offer to dispose of the issue.

"The notes were advertised in fifty-six Wisconsin cities and sold in 232 cities and towns of Wisconsin and in eighty-one cities of other states.

"The sale was made in the face of considerable opposition, but even under the most adverse conditions it was carried on with remarkable success, the advertising has fortified the Company and its service in public appreciation and good will"; these are most significant facts for other public utility operators.

"The Company announced throughout the sale that it would maintain permanently a securities office to which note buyers wishing to realize on their investment might bring or send their notes for resale. At this time only a tiny fraction of one per cent of the notes have been returned for resale. The Company have a considerable volume of orders for securities that cannot be filled."

The papers of the Wisconsin Daily Newspaper League were used almost to a unit in this campaign and the generous praise for the newspapers on the part of Mr. Frank Putnam, Director of Publicity, in moving this vast quantity of securities, is refreshing and should appeal to other public utilities and those having large security deals to handle.

A copy of the detailed report of this campaign and Mr. Putnam's comment thereon will be mailed to those interested.

This Wisconsin Daily Newspaper League—thirty daily newspapers—covers 1,500,000 of the best population of the State and our one order one-payment plan will enable you to reach these same people every day if you so desire.

WISCONSIN DAILY NEWSPAPER LEAGUE

H. H. BLISS, Sec'y

JANESVILLE, WIS.

The Studebaker Industrial Co-operative Plans

Still Another Great Industry Outlines Its Methods of Promoting Business by Sharing with the Men Who Do the Work

By Roy Dickinson

IT was widely reported in the press that the recent Industrial Conference in Washington broke up because of a split on the question of collective bargaining. While the conference did actually finish in a disagreement in the detailed working of collective bargaining, the following statement was one of the proposals of the so-called "capital" group: It will be seen that it admits its usefulness.

"The establishment rather than the industry, as a whole, or any branch of it, should as far as practicable be considered as the unit of production, and of mutual interest on the part of employer and employee. Each establishment should develop contact and full opportunity for interchange of views between management and men, through individual or collective dealings or a combination of both."

In other words, after the confusion in verbiage and intent of the various proposals, it would seem that the true possibilities facing manufacturers of America to-day are these:

1. Recognize an association or union outside the business.
2. Organize an association within the business, which enables men to have a chance to bring their point of view to the attention of management.

As PRINTERS' INK has pointed out repeatedly in the past, the success of almost any plan over a period of time, depends upon its method of presentation, and a knowledge of the viewpoint of the men to whom the plan is to be presented.

In a booklet sent out by the Studebaker Corporation addressed to all their employees in the United States and Canada, explaining their plan for co-operation, the fol-

lowing appears as a second sentence in the book:

"Payments to employees under these plans are a fixed expense of operating the business; are not dependent upon the profits of the corporation, and must be paid before dividends can be paid to stockholders."

By this very statement, the Studebaker plan does away with at least one objection to many plans on the part of the workers, that the carrying out of the plan depends upon the digestion or good-nature of the boss, and that they can be cut off at any time without further notice, making the whole plan an uncertain gamble for the man who must meet a monthly household budget.

The "co-operative department" of the Studebaker Corporation is charged with the execution of the anniversary check plan, co-partnership plan, vacation plan, pension and life insurance plans and the other general plans, designed for the mutual co-operation of all employees at the plant.

PLAN REWARDS WORKMEN WHO STICK

The following announcement by the president of the company also clears up in advance one or two other stock objections often made:

"A successful and profitable conduct of business must be the result of co-operation between the loyal and efficient work of employees, and the proper and skillful use, by the management, of the capital investment of stockholders. The labor and work of employees, to be of value and assistance in the successful operation of this corporation's business, must be not only loyal, but efficient to a degree which is possible solely by reason of continuous service resulting in

familiarity with responsibilities and duties assigned to individual employees and to groups of employees. Transient workmen who so frequently change their employment that they cannot give to their work the proficiency which experience and familiarity bring, interrupt production, increase costs, make errors, and are a detriment to the success of the business. They are, therefore, undesirable to the corporation and to its regular employees, whose interests are identical. The directors frankly state in this announcement that the plans herewith described are intended to increase the number of continuous service employees, and to eliminate, so far as possible, the number of transient employees.

"It is the fixed policy of the corporation that the rates of wages paid by it to its employees shall at all times be at least as high as the rates of wages generally prevailing in similar trades throughout the districts in which its plants and offices are located, and it will conscientiously endeavor to adhere to this policy. These plans will not be considered in the nature of additional compensation in lieu of wages; but rather, as a participation in the profits of the corporation, rewarding employees for the increased value of their services which results from continuous employment, and from co-operative effort.

"Employees who receive special compensation over and above their salaries or wages (if any), shall not receive anniversary checks or purchase stock under the co-partnership plan, except with the approval of the management.

"This announcement, together with the annexed plans, and with such regulations as may, from time to time, be required in their execution shall, as a whole, comprise the terms and conditions of their operation.

"The extent to which the purpose and object of the establishment of these plans may be realized cannot, at this time, be foreseen. Therefore, the directors announce these plans as effective from September 1, 1919 (and in

the case of the revised Anniversary Check Plan from August 1, 1919), until December 31, 1920. They hope, however, that the plans will be satisfactory to employees, and to the corporation, in a measure which will then warrant their continuation after that date.

"No director, official, or senior executive of the corporation shall participate in the benefits of these plans.

"By order of the Board of Directors.

A. R. ERSKINE,
President"

It is noted that after the corporation pays at least as high a rate as is generally prevailing in similar trades throughout the districts in which its plants and offices are located, it adds both the following anniversary check plan and the one which follows that, the co-partnership plan.

ANNIVERSARY CHECKS, AND HOW APPORTIONED

"Prompt attendance, loyal application to duty, and continuous service, are three fundamental principles of business success. Employees who apply them will succeed in this organization whatever their work may be.

"As one means of encouraging employees, who make good in these respects, and as a reward for continuous service, the directors have determined to liberalize the present Anniversary Check Plan, which has been in successful operation for three years, by reducing the term under which the 10 per cent maximum anniversary dividends mature from ten years to five years; by commencing the dividends on the first instead of the second anniversary; and by increasing rates to more than double those existing at present. These anniversary checks are, in effect, dividends on service payable to employees before dividends are paid to stockholders.

"The revised plan is as follows:

"1. Continuous service is necessary to entitle employees to receive anniversary checks, although absence of thirty days or less, due to sickness, vacations, suspension of operations, or leave of absence,



A quart of milk may be rich in butter fat or may only contain what is actually required by law.

A guaranteed net paid circulation may satisfy you as to quantity, but how about the quality?

Quantity is more easily measured than quality. Still, by analyzing the editorial contents of a medium, its appeal can be determined and this is often significant of its real worth.

54.7% of the editorial contents of MODERN PRISCILLA appeal to the home-making and home-keeping instincts of a woman. 22.3% of this space is devoted to household linens and the remaining 32.4% to domestic and household science.

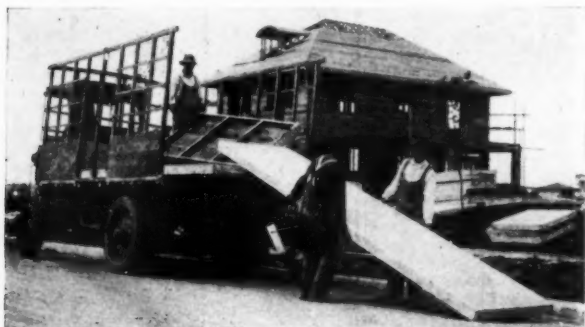
A circulation resulting from such specialized contents represents the "Cream" for the advertiser appealing to the housewife. It carries the necessary *vitamins* which his sales need.

THE MODERN PRISCILLA

NEW YORK

BOSTON

CHICAGO



A Real Market for Motor Trucks

THE building industry is utilizing motor trucks and trailers in a large and quickly increasing degree. Truck capacities range all the way from $\frac{1}{2}$ to 7 ton. Trucks already in use include

Acme
Atlas
Buick
Brunton
Columbia
Case
Cadillac
Chalmers
Derby
Dodge
Empire

Federal
Ford
Grant
Hupmobile
Little Giant
Metz
Menominee
Overland
Oldsmobile
Packard
Republic

G. M. C.
I. H. C.
Mack
Reo
Sphinx
Smith Form-a-Truck
Sanford
Stewart
Studebaker
Vim
White

Reported by readers of **NATIONAL BUILDER** in replies to a questionnaire recently sent them. We have specific data on sale-possibilities in this and other lines. Ask us what this data shows in your line.

National Builder

The Nation's Business Magazine of the Building Industry
Member of the A. B. C. and Associated Business Papers

Published Monthly by

TRADEPRESS PUBLISHING CORPORATION
542 SOUTH DEARBORN STREET CHICAGO, ILLINOIS

will not be regarded as interruption of continuous service. Absence without leave for one week or more will operate as a rupture of continuous service. Employees who have been absent in the war service will not, thereby, affect their continuous service record.

"2. Employees will receive anniversary checks on each anniversary date of their employment, based on their total earnings for the previous year, at the following rate per cent:

"On the first anniversary, 5 per cent.

"On the second anniversary, 5 per cent.

"On the third anniversary, 5 per cent.

"On the fourth anniversary, 5 per cent.

"On the fifth and each succeeding anniversary, 5 per cent.

WORKER'S STOCK

In the co-partnership plan which follows it is to be noted that "if and when 20,000 shares of common stock are purchased and held by or for employees under this plan, the directors will recommend to the stockholders' meeting, the election, as a director, of a representative of employee stockholders, which representative shall be nominated by employee stockholders in an election held for this purpose.

"In addition to the plans under which regular employees receive anniversary checks, annual vacations, pensions and life insurance, the directors offer this opportunity whereby employees may become co-partners in the business, and share to a still greater extent, as stockholders, in the profits resulting from its operations. The directors believe that a large increase in the number of employee stockholders will develop the relation of co-partnership in its broadest sense.

"The plan is as follows:

"1. Continuous service is necessary to entitle employees to purchase stock of the corporation under the liberal terms of this plan, although absence of thirty days or less due to sickness, vacations, suspension of operations, or leave

of absence will not be regarded as interruptions of continuous service. Absence without leave for one week will operate as a rupture of continuous service. Employees who have been absent in the war service will not, thereby, affect their continuous service record.

"2. Employees who have been in the service of the corporation for three months or more, may have common or preferred stock purchased for them by the corporation for their account in amounts limited each year to 20 per cent of their annual earnings, and to \$400 market value of stock at the time of purchase.

"3. Applications for purchase of stock must be accompanied by an initial payment of 10 per cent of the estimated purchase price, and the remaining 40 per cent thereof, which is payable by employees, must be paid in four years in installments of one-fifteenth of the amount every three months after the date of purchase.

"4. The corporation will fully absorb the remaining 50 per cent of the cost of the stock (provided employees keep up their payments and remain in its service continuously for four years) by crediting employee's accounts every three months with one-sixteenth of its half of the cost of stock purchased.

"7. All stock purchased under this plan will be charged to employee's accounts at cost, and 4 per cent interest will be charged quarterly on the unpaid balance of the purchase price, after deducting payments by employees, and credits by the corporation. All cash dividends (and stock dividends paid on the common stock) will be credited to the accounts of employees and the excess of dividend credits over interest charges will act as a reduction in the amount of the final payment to be made by employees in the last year.

"8. Stock certificates purchased for the account of employees will be held by the corporation in its name until the expiration of the fourth year when, if payments are completed, they will be delivered to employees. In the meantime

trucks
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ATION
ILLINOIS

Keeping Up With The Times

A FACT A WEEK

October was another record breaker.

Told in the cold and exact language of figures, the advertising growth of The Times is represented by a gain of 180,930 lines in October over the corresponding month of 1918. This means a gain of 644 columns, or more than 20 columns a day.

It must be remembered, too, that The Times refused a considerable amount of advertising offered it—advertising that is objectionable in character of product or claims or that is apparently fraudulent. For example, in the first two days of November, The Times has declined nearly 6,000 lines of advertising that has appeared elsewhere in Washington.

The Washington Times
WASHINGTON, D. C.

voting proxies will be given to employees in advance of all stockholders' meetings in order that they may vote the stock held for their account in the election of directors.

"10. Fractional shares will not be purchased for employees or delivered to them upon settlement of their accounts.

"11. Employees will not be allowed to assign or transfer their rights to stock undelivered under this plan, which rights are personal and contingent upon continuous service.

"12. As participation in this plan is voluntary and in no way compulsory, employees may, at any time, withdraw from participation, in which event the credits by the corporation will cease as of the quarterly date preceding withdrawal, and will be forfeited altogether if the withdrawal is made inside of six months from the date stock was purchased. Employees who withdraw may either—(1) pay the balance due on the purchase price of their stock and receive stock certificate, or (2) authorize the sale of stock held for them at the prevailing market price, and receive in cash the balance due them, if any, consisting of the difference between the original cost of the stock, plus interest charges, and the payments by employees, credits by the corporation, dividends, and sales proceeds of their stock. Employees withdrawing from the plan shall not be permitted to renew participation within one year thereafter.

"13. Employees who resign or are dismissed, or who fail to maintain their installment payments when due, will automatically be withdrawn from the plan on the same basis as above provided for voluntary withdrawal.

"14. In the event of the death of a participating employee, his heirs or legal representatives may pay the balance due on his stock, either in full or in installments, and receive stock certificates, or may authorize its sale on the terms herein provided for voluntary withdrawals.

"15. Should this plan be per-



BUILDERS *of* AMERICAN BUSINESS

ALBERT CHAMPION, PRESIDENT OF THE
CHAMPION IGNITION CO.

SYSTEM has always and is still helping me and I
can highly recommend it to anyone wanting to
keep up with the modern business policy.

Albert Champion

NUMBERCLXXX in the series of portraits of readers of SYSTEM



No more wasting time, paper and salaries.

Just drop your catalog or article into its container, and mail.

These Parcel Post Carriers made from light, medium and heavy weight boxboard with sure LOCK. No WRAPPING or TYING necessary.

Ask for Samples and Prices

MADE ONLY BY

Chicago Carton Company

4433 Ogden Avenue 516 Fifth Avenue

CHICAGO NEW YORK



No. 2

SO well are from 2 to 60 valuable papers held safe from separation and loss by the patented spring-tongue of

Graffco
TRADE MARK REG. U.S. PAT. OFF.
WISE CLIPS

that they never slip, slide, slew* or work loose. Like a vice, the snug, steely grip of the Graffco Clip holds them until ready for release. Then, presto! Off comes the clip with ease. No tearing, no holes jabbed through the papers by sharp points, no rust marks—and every paper safe and sound.

Graffco Vise Clips are made in three sizes from rolled Bessemer steel.

Send for free samples

GEORGE B. GRAFF COMPANY

294 Washington St. Boston, Mass.

Mfrs. of Time-Saving Office Devices

manently discontinued as of December 31, 1920, uncompleted stock purchase transactions then outstanding may be completed by employees under the above terms."

In addition to the preceding plans, the vacation plan to grant annual vacations to factory employees with full pay, is set forth. The plan of granting annual vacations to factory employees with full pay is not as general a custom among large corporations, as might be thought. In fact, the Studebaker Company says:

"Very few, if any, large corporations in America offer this privilege."

PENSION AND INSURANCE

The pension and life insurance plans are as follows:

"As an additional reward for continuous service the directors have determined to liberalize the present pension plan of the corporation by increasing the benefits thereof so that employees of lengthy service may enjoy a greater recognition of their loyalty.

"The plan is as follows:

"1. Any employee whose annual earnings for the preceding five years averaged not more than \$3,000 per annum, who has been continuously in the service of the corporation for twenty years or more, and who has reached the age of sixty years, may voluntarily retire, or be retired on a pension, the amount of which shall be 25% of his average annual earnings for the preceding five years, with a minimum of \$30 per month.

"2. This plan is obviously intended to enable employees to retire from active service at a suitable time; therefore, employees drawing pensions under this plan may not engage their services to others without the consent of the corporation.

"3. The corporation will continue faithfully to carry out the benefits accruing to employees under the workmen's compensation acts of the states of Indiana and Michigan. In cases of disabled employees receiving benefits under these acts, pensions will not be paid by the corporation under

If you sold Prunes



Wouldn't they be on display free from dust and dirt, just as **luscious-looking** as prunes could be?

The same principle applies to your printed salesmanship. Engravings in one or more colors for any purpose, G. & M. plates **do** sell merchandise—even prunes.

Did you see the last issue of "Etchings?" our little house organ.

GATCHEL & MANNING

R.A. Gatchel, Pres.

C.A. Stinson, V. Pres.

Photo-Engravers

PHILADELPHIA

Opposite Independence Hall



The Only Bakers' Journal West of the Mississippi



In which is incorporated The Bakers & Confectioners Gazette,
Formerly Pacific Coast Gazette

Western Baker is recognized as the medium to reach the bakers of the Pacific Coast and Rocky Mountain States. It covers 90 per cent of the buying power in its field.

Published Monthly by G. W. Stamm

WESTERN BAKER

339 Pacific Building

San Francisco, Cal.

Index your Records the way YOU want them



For Card Index—these Tabs never break or fray.



For Pocket Index—these Tabs make memoranda easy to get at.



The Record Ledger—the modern time- and money-saving way of indexing.



For General Filing—Makurown Tabs light the way instantly to every record.

Type the label, insert it in the Tab, cut the Tab the length desired—and in an instant your records are indexed the way you want them!

Rand MAKUROWN Tabs are strips of transparent Fiberloid—in any color—moulded to protect and hold the labels firmly.

Big business firms by the hundreds—from the Government down—use large quantities of MAKUROWN. They find it the money-saving way of indexing records.

Sold by stationers everywhere in 6-inch lengths (unless otherwise ordered) and in 3-16-in., 1/4-in., 3/8-in., and 1/2-in. widths, in a variety of six colors, permitting a wide indexing classification. Blank labels are furnished with tabs.

THE RAND COMPANY
Originators of the Visible Index

North Tonawanda, N. Y.

Branches and Sales Agencies in Twenty Principal Cities

RAND
MAKUROWN
INDEX TABS

You'll enjoy lighting up your files with our generous sample, comprising six colors and four sizes, sent for 12 c (to cover postage and packing). Address Dept. L6, The Rand Company, North Tonawanda, N. Y.

this plan unless, in the judgment of the management, the benefits under said acts are not sufficient to meet the necessary requirements of the case. Each case will be considered on its merits.

"4. In the event of the death of any employee of the corporation whose annual earnings were not more than \$3,000, who had been in the employ of the corporation continuously for five years or more, and who leaves a family or other dependents upon him; or in the event of the death of a pensioner who leaves a family or other dependents upon him, the corporation will pay to his heirs or legal representatives the sum of \$500.

"5. Should this plan be permanently discontinued as of December 31, 1920, employees then drawing pensions will continue to receive them, and employees who have to their credit, at that time, ten years or more of continuous service, will be eligible for pensions under the above terms upon the completion of twenty years of continuous service."

In addition to the plans described previously, the management has the usual so-called "welfare work" in effect, but they are put at the end of the booklet and not at the front, as so many corporations have a habit of doing. These activities are as follows:

"1. *Working Conditions.* The policy of the corporation is to provide cheerful and healthful working conditions, and its new plants are equipped with the most modern improvements in heating, lighting, ventilation and sanitation.

"2. *Emergency Hospital.* The corporation maintains fully equipped emergency hospitals at its Detroit, South Bend and Walkerville plants, in charge of skilled physicians and nurses who give first aid to sick and injured employees.

"3. *Workmen's Compensation Act.* It is the policy of the corporation to faithfully observe the provisions of the workmen's compensation acts of the state of Indiana and Michigan, and it main-



THERE IS
NO SUBSTITUTE
for

Punch



ADVERTISERS of
high-class goods and
service who use
"PUNCH" so liberally
have only one reason for
so doing. IT PAYS!

"PUNCH" has an estab-
lished reputation in
Advertising as well as in
literary circles, and THERE
IS NO SUBSTITUTE FOR IT.

ROY V. SOMERVILLE
Advertisement Manager, "Punch"
10 Boulevard Street
London, Eng.

WANTED

Export Manager

Large American manufacturer with important export business wishes man of unusual experience to take entire charge of export department. He must have wide knowledge of foreign markets and his record must show constructive work in this field.

We are willing to pay a very substantial salary to the right man.

Replies should give details covering experience, age, concerns worked for during the past five or more years, salary desired, etc.

We have a big job and want a big man to fill it. We do not want replies from anyone except men of the broadest experience.

Address "Export," Box 83,
Care of Printers' Ink



This Advertising Executive and Manager

is looking for an organization where his broad advertising experience can find full play about Dec. 15

Twelve years' advertising and selling experience ranging from copy-man to solicitor and advertising manager; at present agency copy- and plan-man. Have planned campaigns on

Agricultural Implements, Tractors, Motor Trucks, Clay Products, Building Material, Clothing, Furniture, Paints, Food Products, etc.

My knowledge of merchandising and trade investigations; experience in copy, layouts, publications, space buying, and agency work; familiarity with selling through most every channel; ability to direct large volume of detail—enable me to fill any position requiring executive ability. Well versed in

Catalogs, Sales Letters, Follow-up Literature, Dealer Helps, Etc.

Conceded one of the best "all-around" men in the business. Should prove a valuable acquisition for any agency or manufacturer's organization. Age 35, married. Salary \$4,500 to \$5,000. Address,

"R. J. B." 4459 Carroll Ave., Chicago"

tains organizations in its factories for that purpose.

"4. *Recreation and Amusement.* Employees of the plants at Detroit and South Bend maintain bands, ball teams, bowling teams, etc., and the corporation believes in encouraging such organizations to the fullest extent. Club rooms have been provided in the South Bend plants for the use of employees, and it hopes in the near future to establish club rooms in the Detroit plants, and possibly recreation parks and other means of amusement for its employees."

In all the discussions pro and con on the open shop, shop committees, walking delegates and all the other details which confront the man who is carrying on a business, there has been no argument but that some form of touching the daily life of the man who invests his muscle, some way of establishing closer contact, is desirable. The Studebaker plan has simplicity and frankness to commend it.

Advertising to Prevent Loss for Cotton Grower

An advertising campaign which desires to change immediately a habit of the cotton growers of Arkansas is being conducted by the Arkansas Profitable Farming Bureau of Little Rock. This bureau, through the use of posters and placards, is showing the Arkansas cotton grower that unless he exercises a certain amount of caution he will lose much financially. It has seen that the Arkansas cotton growers are threatened with great financial disaster because they are so eager to pick their cotton that they are gathering it and ginning it wet. The posters and placards point out that cotton handled wet is so badly gin cut, discolored and lowered in grade that it cannot be profitably used for spinning and will have to be used for the same purposes as linters and mattress stock, consequently losing in value amounts varying from \$25 to \$27 a ton. In addition to this, the posters and placards convey the message that European buyers have informed the bureau that they cannot and will not use cotton that has been picked and ginned damp, and if such conditions should continue, a serious decrease in cotton exports will take place.

M. R. Mushkin Joins Chicago Agency

M. R. Mushkin formerly with the Emerson Brantingham Co., Rockford, Ill., has joined the service and export department of the Kling agency, Chicago.

Rotarians Are Active

The active men in any community are usually the progressive business men. The activities of Rotarians are many, but here are just a few, selected at random, which indicate the leading part these men take in their several communities—46,000 of these ultra active men compose the circulation of THE ROTARIAN.

Erie, Pa.	Produce better home conditions through maintaining a visiting housekeeper.
Boston, Mass.	Organization of training classes for office assistants and junior clerks.
Montgomery, Ala.	Organization of boy's pig club.
Superior, Wis.	Encouraging efficient stock breeding in rural districts.
Toledo, Ohio.	Correction of deformities among crippled children of the poor.
Seattle, Wash.	Aiding Boy Scouts.
Chicago, Ill.	Spreading Christmas cheer among the unfortunate.
Davenport, Iowa.	Work of making the city beautiful.
McAllister, Okla.	Creation of public sentiment to demand and construct public highways.
Great Britain and Ireland.	Co-operation with Ministry of Health to provide better housing.
Havana, Cuba.	Arousing the community to its civic responsibilities.

THE ROTARIAN

The Magazine of Service

Published Monthly by the International Association of Rotary Clubs

Eastern Representative
WELLA W. CONSTANTINE
31 East 17th St., New York

CHICAGO

Great Britain
THOS. STEPHENSON
6 So. Charlotte St., Edinburgh, Scotland
Member Audit Bureau of Circulations

Advertising Manager
FRANK R. JENNINGS
910 So. Michigan Ave., Chicago

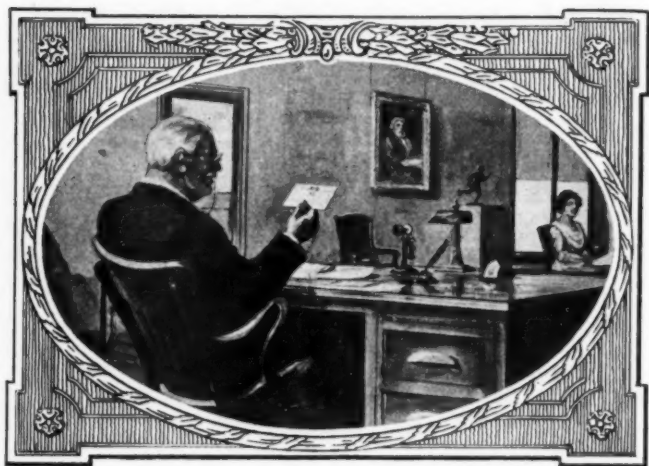
“Getting Away With It”

is distinctly *not* a Trichromatic principle. We stand four-square behind every job we do, and we take our responsibilities rather seriously, too! We've been at color-engraving for 16 years now, and our reputation is too valuable to trifle with.

Try us on your next hard job!

The TRICHROMATIC Engraving Company

PRINTING CRAFTS BLDG., 461 EIGHTH AVENUE, N. Y. C.
J. H. TRYON C. A. GROTZ



“—we’ll *acknowledge* this one”

SINGLED out from the run of Holiday Greeting Cards is the one that *recognizes* a big man—that carries the quality of hearty esteem, gracefully tendered. It makes much of your customer, for plainly it is the best the engraver’s art can produce. Thoughtfulness is written in its greeting, in the taste and appropriateness of the design, in the very texture of the card. It stands out as an *appreciative* card, from a concern that habitually does the handsome thing!

You should want such cards or none, for they’re the only kind that really fulfill their purpose. We make them, knowing that well—wasting no energies on cheap cards. Olson Greeting Cards are the engraved sentiments of concerns that aspire to lead—for whose customers nothing can be too good. They convey to your business associates the regard in which you hold them, the good-will you have for them, and the appreciative way in which you mean to do business with them.

We’ll be glad to send you a box of fifteen Samples, which will help you get the Greeting Card design that goes best with your business. Your choice, if you approve, will be further developed along exclusive, individual lines. Your request on your business letterhead brings the Sample Box.

EUGENE A. OLSON COMPANY

Manufacturers of Engraved Stationery

HARTFORD, CONNECTICUT

The Advertisement As a Display Counter

Are "Human Interest" Illustrations Ever as Substantially Effective as "Showing the Goods"?

By A. L. Townsend

HE was one of those obdurate, hard-headed and very opinionated business men, who find time, despite their many factory duties, to keep motherly watch over his advertising campaign.

Some there were, principally service men, copy writers and artists, who referred to him, endearingly, as "Old Fuss-Budget." This meant that his eagle and highly critical eye passed upon every piece of advertising copy that went out over the signature of his firm.

That he was right, in his contentions and arguments, say approximately seventy-five per cent of the time, did not make it any easier for his critics. Yet he was in no sense an advertising man. He had never studied the rudiments of the trade and did not pretend to know the difference between a half-tone screen and a line engraving.

But he was passionately fond of his business and the thing he manufactured. It was beautiful to him, although it was rather homely to everyone else. He had brought back some wonderful oil paintings, purchased abroad, but over his desk, in his private office, there was an enlarged photograph of the big, ugly, clumsy article he had successfully placed on the market.

Among other interesting facts connected with his personal history, was the record he had held as, first, the proprietor of a little country store in Maine, and, later on, as a commercial salesman on the road. He was forever gauging his advertising by standards of the small village merchant and the branch manager and the fellow who lives in a dress-suit case.

In looking through the files of his aggressive advertising campaigns, we find that the first series was largely built around his-

torical data; the second was strong on illustration, with many pictures of people doing things. The last—and it has been enduring for three years—has settled down to quiet showing of the goods, and in very large form. There is little of the "smart" about these advertisements. No Ad-Club luncheon crowd would single them out as being particularly brilliant. No famous artist was engaged to embellish them. They have no handsome decorative borders.

They simply present the piece of merchandise, as large in size as it can be reproduced in the given space, and with very, very little in the way of ornate accessories. Some might call it brutal, both in composition and in idea.

"Old Fuss-Budget," in his forced collaboration with his agency, has achieved some remarkable results. He has proof to show that the reaction on dealer and consumer alike, is highly satisfactory. And there is nothing more spectacular in his campaigns than "showing the goods."

THE EXPONENT OF SHOWING THE GOODS STATES HIS CASE

It was during an interview with his advertising staff that he said:

"I have been criticised for holding you folks down and insisting upon a certain form of layout. They tell me that my advertising is common-place and uninspired and rather monotonous. They ask me why I do not use pictures of people, and backgrounds and beautiful paintings. They go so far as to hint that the public is not at all interested in an illustration of the thing I manufacture. Well, gentlemen, I think differently about it. When I was a store-keeper myself, I learned to appreciate the importance of displaying merchandise. That's

one way of selling it. Nothing in my shop was ugly to me, and modern goods, with their bright, interesting labels, are really inviting to the eye.

"I learned, from direct experience, that people are more interested in an examination of the product, when they are buying or contemplating a purchase, than in anything else. I don't know but what we are quite as primitive in this respect as our forefathers. The mail-order catalogue, with its detailed presentation of the article, is still doing business at the old stand.

"There can't be too much detail in a drawing of the thing that you show the prospect. I'm just old-fashioned enough to believe that, too. It seems to me, the more I think it over, that you advertising men continually narrow your own perspective. You grow to see and to study advertising through your own eyes only. You allow your professionalism to blind you against the great outer circle of just plain, everyday folks, who do not possess your fine sense of analysis.

"If I want to buy a piece of machinery, my trade paper can't go into too great detail to suit me. I'll put on my specs and study out every little bolt and screw head and polished surface. That's what I'm buying. I'm less interested in pictures of allegorical workmen, lifting the world, and background and all the rest of it, than I am in the machine. Isn't it just possible that the smaller folks with smaller purchases in mind, follow the same line of reasoning? There's stability in showing the product. It lends confidence. Selling by suggestion—which is by accessories, is far less direct, than by force of the article itself.

"I do not mean that I am set against additional embellishment. I can see that campaign after campaign, illustrated only by a can or a package or a machine or a bottle, might well grow monotonous. But I do think that it is possible always, year in and year out, to give the center of the stage to what you are selling.

"In this theory, I am borne out

by some of the most successful advertising campaigns. I have noticed, with admitted satisfaction and not without a certain amount of I-told-you-so talk, that heavy figure compositions are by no means monopolizing things. After having their fling at artistic but sometimes rather irrelevant matter, the largest national advertisers at last come back to their goods. In my earlier advertising days, I allowed art and artists to run away with my better judgment. In a year, I think we covered every pictorial theme from Columbus discovering America to a look-down view of the United States. It made a spectacular hit and men I met at my club—fellow manufacturers—would point out these advertisements and congratulate me. I was a good showman but a rather indifferent business man.

"You yourselves have further convinced me that no article of merchandise need be unpleasant to the eye, simply because it lacks animation. There's a way of drawing these things, and retouching them and brightening them up, that provides splendid appeal.

LIFE-SIZED PICTURES OF THE GOODS POPULAR WITH ADVERTISERS

"Of late, I have been making a study of advertisers who think as I do. Here are samples that I have clipped from current publications. S. S. Stafford is concentrating on a life-size picture of the bottle of ink. But see what they have done with the bottle—it's all lighted up and filled with reflections. I confess I never before knew a bottle of ink could be so attractive. I get the impression from these advertisements that it's a lot for the money, that it's fine ink and that the manufacturer is himself proud of the goods. I will not agree that a half-page picture of people writing would be better advertising for this product.

"Grinnell Glove advertising display is another vindication of my ideas. Yes, there is human interest, with a winter landscape and a car and driver and even the pretty girl element, but note that the big feature of the display, is

Prosperity in the Southwest

Millions of dollars for merchandise of every description. Mining, stock raising and farming have brought splendid returns and the Southwest has money to spend.

This territory embraces 15% of the total area of the United States.

EL PASO IS THE POINT OF CONTACT

Because it is located in the geographical center of the territory, is more than six hundred miles from the nearest large center and has active distributing agencies who draw business from almost all of West Texas, New Mexico and Arizona. Only through El Paso newspapers can this section be satisfactorily reached. Metropolitan dailies of other cities do not even thinly cover the remotest sections of the El Paso trading radius. Using the El Paso Times to spread your message broadcast in this territory you have virtually no overlapping with circulation of Denver, Dallas, San Antonio and Los Angeles newspapers.

The outside circulation of the Times is almost entirely confined to the 247-mile trading radius defined by the A. B. C. as suburban territory. The city circulation goes into practically all the better homes and is highly concentrated in the best residential sections.

Ask for detailed circulation analysis

Foreign Representatives

THE S. C. BECKWITH SPECIAL AGENCY

New York Chicago Detroit St. Louis Kansas City

El Paso Morning Times

First Now—First Always

Why Advertise?

Most of our thirty-one accounts have come to us unsolicited.

Our first question on every account is "what do you want to *get* by Advertising?"

The objective known, there is no equivocation about media, appropriations, schedules, copy, design or details.

Procedure toward a known destination is almost mathematical. Experience safeguards us against errors and enables us to construct advertising plans without guesswork.

The result is Results.

The
Lees
Company
Advertising
Cleveland

the hand with its glove. My eyes are not very good, yet I can see the very stitching, the shape, and almost feel the leather that's in them.

"I admire the man who planned the pages for the Aluminum Goods Manufacturing Company campaign on their Mirro Double Boiler. He has slapped in a great big illustration of the boiler with perfectly frank arrows running out from it, diagram-fashion, calling attention to certain specific details of the article. I wouldn't call it a beautiful piece of advertising but it's certain to sell that double boiler!

"The same rule applies to recent advertising of oil heaters—the Florence, to be specific. The picture of a heater reaches from top to bottom of the page and you can almost feel the heat from it. A housewife can visualize the product at a glance. They manage to inject human interest with vignettes of home scenes and a smaller showing of the heater, but it's the *goods* that first reach out for your attention.

"If you'll notice, gentlemen, many advertisers are sacrificing ninety per cent of the old-time accessories for a clean-cut rendering of shoes, hats, hosiery, shirts, etc.—I mention these articles because makers of merchandise for men are leading in the new movement, if I may term it that.

"There's one argument you can't contradict—can't question: the more you show your package, the easier it will be for people to recognize it when they see it in a store.

"And that's important—take the word of an old-time retail merchant. Folks fall into the habit of buying things that they can remember—that they have seen advertised. They won't remember a human-interest picture always but when you visualize a package or a label for a year, it gets to be second nature with them. Any retail merchant will tell you that there can't be too much showing of the goods.

"My wife has been buying a certain brand of candy for the last

When you advertise

IN PHILADELPHIA

don't forget to insure the co-operation of retailers by including a schedule of dealer copy in the

RETAIL ~~GOODS~~ LEDGER

Twice a Month, \$1.00 a year

To Secure Trade from South and Central America, Mexico, West Indies, Spain, Portugal, etc.

ADVERTISE IN

EL COMERCIO

Established 1875



The Oldest Export Trade Journal in the world.

Circulation Audited by A. B. C.

Sample Copy, Circular, Rates and full particulars upon request.

J. Shepherd Clark Co.

Editors and Publishers
BURNET L. CLARK, President & Mgr.
114 Liberty St., New York City

DRY GOODS

MERCHANTS TRADE JOURNAL

Has a larger proven paid circulation among rated dry goods, department and general stores than any other dry-goods paper. Ask for A.B.C. statement and sample copy.

Chicago Des Moines Indianapolis New York

FURNITURE

MERCHANTS TRADE JOURNAL

Has a larger proven paid circulation among rated furniture merchants than any other furniture publication. Ask for A.B.C. statement and sample copy.

Chicago Des Moines Indianapolis New York

MERCHANTS NATIONAL HARDWARE JOURNAL

An unusually good buy. Ask us the reason why, and also ask for sample copy.

Chicago Des Moines Indianapolis New York

George Seton Thompson Co.

Planning
Copy & Art
Printing
Mailing

**Advertising
SERVICE**

Booklets
Circulars
Catalogs
House Organs

122 West Polk Street, Chicago
Wabash 7316

COMMISSION TO ADVERTISING AGENCIES on

CLASSIFIED ADVERTISING

We handle all details of placing and checking. Our 40-page Catalogue, "Papers That Pay," free upon request.

ANKRUM ADVERTISING AGENCY
largest Classified Agency in the U. S.

20 W. Jackson Blvd. Chicago, Ill.

What's In the Papers?

A press clipping bureau can enlarge your present facilities for newspaper reading. Let us suggest some ways that you might use our service profitably for yourself, your company, or some prominent movement with which you are connected.

CENTRAL PRESS CLIPPING SERVICE

Suite 1109 K. of P. Bldg., Indianapolis, Ind.

RDS

You could not duplicate this monthly service on sales, advertising and business conditions for \$1,500—yet it costs but \$15. Ask for November Bulletin and literature—sent free.

403 Meridian Life Bldg., Indianapolis, U. S. A.

The RICHEY DATA SERVICE

ZEEN-YAH, O-H I-O

ZENIA, Ohio. 12,000 live in town—35,000 around it. Completely covered by the Evening Gazette & Morning Republican. They MAY read others. They DO read these.



Howell Cuts

for houseorgans
direct mail and
ask for proofs other advertising

Charles F. Howell • 307 Fifth Ave. • New York

fifteen years. She changed recently. Know why? An advertiser started in showing in pictures not only the box but what was in it—chocolates whole and then sliced in half to indicate their rich, creamy contents, the nuts and cherries, etc. That won her at the first reading. It was Liggett's, yet this is a comparatively new brand of candy and the other have a long lead on prestige.

"I may be pugnacious and insistent, but you can always get my O.K. rather rapidly if you'll find new and attractive ways of showing the goods."

Advertising Opportunities in Belgium

The Belgian manufacturers are working hard to reach the pre-war standard again—if not to improve it. Already they are producing motors, tires, glass-ware, cigarettes, cloth and other commodities as good as the British articles, and at lower prices than the imported goods. Indeed, I hear that several Belgian houses expect soon to be able to export some of these lines to Great Britain. Doubtless, Belgian products will soon keep out foreign goods, unless these are of high-class and sell at reasonable prices. There will be strong competition between home-made articles and British imported goods, but those which stand this competition will enjoy a large and lucrative sale in Belgium.

Some British firms not only sent over commodities, but a staff of salesmen to deal with them; others sent only travelers; in some cases, a sole Belgian agent was appointed to take care of the business. This last procedure is, in my opinion, the best to take. I think that for sentimental reasons alone British manufacturers should seek to have their products handled as far as possible by Belgians on Belgian soil—thus helping them to live, but there is a strong commercial argument also. A Belgian agent would better understand his country peoples' mentality, their customs, and their

Do You Want Trade with New Zealand and Pacific Islands?

We solicit correspondence from Manufacturers and others with a view to our undertaking **SOLE AGENCIES** for lines suitable for New Zealand, Samoa, Fiji and Tonga.

We also invite quotations for Copra and Cocoa, of which we are large exporters.

A. NELSON AND SON

General Merchants and Island Traders

Copra and Cocoa Exporters

Head Office:
Apia - - - Samoa

Cable Address:
Nelson, Samoa

New Zealand Office:
Endean's Buildings, Queen Street
Auckland

Cable Address:
Soasao, Auckland

Reference: Bank of New Zealand, Apia, London, Auckland and Sydney

DO YOU REALIZE

That you can have a sample of your product put in every home in the fifty leading cities in the United States through the

Cassidy Advertising Service

WHO SPECIALIZE IN

HOUSE TO HOUSE DISTRIBUTING

OF ADVERTISING LITERATURE AND ADVERTISING SAMPLES

206 N. FRONT STREET, PHILADELPHIA PA.

A reputation of twenty years standing

We solicit your inquiry

SHORT RUNS IN ROTO-GRAVURE

We are producing Roto-Gravure work in short runs, thus permitting advertisers the opportunity to make use of folders, blotters, art reproductions and other forms of commercial work in almost any quantity desired.

Write for samples or 'phone to

ROTARY PHOTO-GRAVURE OF NEW YORK

503 Fifth Ave., New York

Telephone Murray Hill 906

SEEING NEW ENGLAND Through the Eyes of a Sales Manager

"I wish the whole United States were like New England," recently said a well-known sales manager, whimsically. "Just look at this map," and he pulled out a drawer containing a sectional map of New England, marked with green and blue pins representing dealers in the fold, and also prospects.

"That map looks like an overgrown alfalfa field with those pins. But now look at another map," he continued, bringing into view at random another part of the country. "This looks like an attempt to raise corn on a sand dune. Look at the lost motion sending traveling men to those points, as compared to the best part of New England. I figure that my men can cover five dealers in New England in the same time it takes to cover one in the greater part of the country—and at less expense.

"Then remember, too, that our advertising can cover this field more economically, and that, for our particular proposition—an article appealing to a high average of intelligence—New England is especially strong. Why, New England housewives began to make cooking and home economy a science ten years before the rest of the country took much interest in it; and education has been a particular hobby of the better class of New England families for generations. A bit less conservatism and it would be a world-beating market."

This man was simply speaking with passing enthusiasm of a market he regarded as particularly rich ground for his goods, but the points he made are of importance to every advertiser, especially to that increasing Middle West class of alert manufacturers to whom the East is either an unknown or a shunned market.

Every element of compact, resultful territorial campaigning is present in New England to a very marked extent, and there is much evidence that the obstructive conservatism is fast becoming a memory and a tradition.

All around the remnants of time-honored conservatism have grown new generations and new influxes of blood which have altered the sectional temperament and put nothing less than "Western ginger" into things.—D. MARTIN, in *Printer's Ink*.

Here are 15 Star Dailies in New England:

BURLINGTON, VT., FREEPRESS	PAWTUCKET, R. I., TIMES
MANCHESTER, N. H., <small>UNION and LEADER</small>	BRIDGEPORT, CT., <small>POST and STAND-ARD-TELEGRAM</small>
FITCHBURG, MASS., SENTINEL	NEW HAVEN, CT., REGISTER
LOWELL, MASS., COURIER-CITIZEN	NEWLONDON, CT., DAY (Evening)
LYNN, MASS., ITEM	WATERBURY, CT., REPUBLICAN
SALEM, MASS., NEWS	PORTLAND, ME., EXPRESS
SPRINGFIELD, MASS., UNION	EACH OF THE NEWSPAPERS here
TAUNTON, MASS., <small>DAILY GAZETTE</small>	named is a power in its home com-
WORCESTER, MASS., GAZETTE	munity.

needs, and so would be able to avoid many pitfalls, and generally, give his principals sound, useful advice.

Would-be exporters of British goods should listen to the advice of and accept the hints of their Belgian agents. Often a very small thing makes a great difference.

To take an example, a certain English house was sending over goods, the wrappings of which bore a label printed in red, white and black—the German colours! Naturally, the Belgian buyers objected to these hated symbols, and the sales fell off. The agent strongly remonstrated, and asked to have them changed to black, yellow and red—the national colours of Belgium. But the manufacturer refused to alter the printing on the labels, and although perhaps a small matter, it resulted in a large loss of sales.

But above all, those who have specialties or branded goods to sell in Belgium, must advertise. Advertising in Belgium is considerably cheaper than in Great Britain.

It is, however, difficult to fix on the right media, as no paper gives any guaranteed circulation. Again, most Belgian advertising agents, or "Offices de Publicité," farm the whole of the advertising space in certain newspapers, and naturally, they recommend these alone to their clients. Careful investigation must be made into the claims of the various Belgian publications before selecting any, and fixing on the amount of space to be taken in each.—Fernand A. Marteau, Managing Director, Societe Nouvelle d'Edition et de Publicité, Brussels, in *The Advertisers' Weekly*, London, Eng.

Martiniere Advertising Service Formed at Columbus, Ga.

An advertising service organization has been established in Columbus, Ga., under the name of Martiniere Advertising Service by N. G. Martiniere, who has been engaged in advertising work for some years; A. F. Kunze, an officer of the Columbus Office Supply Co., of Columbus, Ga.; Chas. F. Pekor, Jr., who has been with the Fort Worth, Tex., *Star-Telegram*; and S. M. Kaufman, who has been engaged in publicity work for the Chamber of Commerce of Columbus, Ga.

PORTLAND MAINE

One daily paper dominates the city, as it is the only afternoon daily and it goes into at least seven out of eight newspaper-reading homes in Portland and its suburbs. It is

The Evening Express

Its excellence as a newspaper has won this prominent position. Such a newspaper always yields good returns to advertisers.

Largest Maine Circulation!

The Julius Mathews Special Agency
Boston New York Chicago

*Where there is plenty—
the sales are good!*

PROSPEROUS BRIDGEPORT

is one great market for all classes of goods because money is plenty. Big wages and great dividends has made Bridgeport rich. The

BRIDGEPORT Post and Standard-Telegram

*A Metropolitan Daily in—
A Metropolitan City—*

dominates this rich field. Advertisers find it a great sales force. If you are out of Bridgeport, you are missing a great market.

I. A. KLEIN
254 Metropolitan Tower
New York, N. Y.

JOHN GLASS
Peoples Gas Bldg.
Chicago, Ill.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: 533 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston. JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., Geo. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. McKINNEY, Manager.

Canadian Office: Lumaden Bldg., Toronto, A. J. DENNE, Manager.

London Office: Craven House, Kingsway, W. S. CRAWFORD, Manager.

Paris Office: 31bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued every Thursday. Subscription price, three dollars a year, \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, \$90; half page, \$45; quarter page, \$22.50; one inch, minimum \$7.

Classified 50 cents a line. Minimum order \$2.50.

JOHN IRVING ROMER, Editor
FREDERICK C. KENDALL, Managing Editor
JOHN ALLEN MURPHY, Associate Editor
ROY TINKINSON, Associate Editor
R. W. FALKNER, News Editor

EDITORIAL STAFF:

C. P. Russell, Frank H. Williams
Helen A. Ballard, S. E. Klier
Chicago: G. A. Nichols
London: Thomas Russell

NEW YORK, NOVEMBER 13, 1919

Performance Must Follow the Promise Advertised

Perhaps no recent example more strongly illustrates the need of absolute confidence in a proposition than the condition in the Government Bureau of War Risk Insurance.

After a recent investigation of the bureau made by representatives of the American Legion it was announced officially that 87 per cent of the men who held Government insurance during the war have allowed their policies to lapse. This occurred despite the fact that no more economical insurance may be obtained.

In determining the cause of this state of affairs the Legion investigators stated that it was due to the soldier's "lack of faith in

the product of his own experience." In other words, he had been sold on the value of taking out a Government policy, but could not be kept sold. Performance of promised action was lacking.

There is a lesson here for every advertiser. Many a campaign which proved a failure might have been successful if due attention had been paid to the importance of keeping the promises made in the advertising. Lillian Russell has been credited with this statement which is appropos: "My most difficult work is to live up to my lithographs."

Often the advertiser has erred more because of an excess of enthusiasm in his product than from an attempt to deceive. But the result has been the same.

Merchant princes whose successes are headlines in business romance have always planned to give just a little more than they promised.

And after all, that's a pretty sound platform for advertising.

Advertising vs. Extra Inducements to Buy

The complaint lodged by the Federal Trade Commission against the Van Camp Packing Company and the Van Camp Products Company for guaranteeing their prices to the wholesale trade against decline, introduces once more an indecisive chapter into the history of unfair competition.

In certain lines the practice of protecting distributors against a drop in the market has been rather widespread. This is especially true in an era of price uncertainty. Recently a number of concerns have been guaranteeing their prices with the idea of stabilizing the market and to overcome the hesitancy of buyers who are afraid to purchase in quantities lest the prices go down.

Whether or not the practice is advisable remains an open question. Many good business men strongly sanction the plan; others just as firmly believe it is a weak-kneed merchandising device.

The point of interest in the af-

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fair is the basis on which the Federal Trade Commission challenges the practice. The unfairness of this kind of a guarantee, it is alleged, is that it induces buyers to load up on their requirements for months ahead and this prevents competing manufacturers from making a sale. If the Courts uphold this remarkable contention, and declare the practice of guaranteeing prices to be illegal, it would be easy to apply the same line of reasoning to all plans that offer the trade extra inducements to buy heavily. On this basis, any high-power salesmanship that sets a hard pace for competition could be logically dubbed a form of unfair competition. A series of strong business paper advertisements that succeeded in getting buyers to stock up amply would be unfair, according to this reasoning, to non-advertising competitors. And so also would be consumer advertising that sold its product to ultimate buyers so well that the trade could not sell competing products.

It seems to us that a more effective objection to free deals, guarantees - against - decline and other devices that are sometimes employed to win extra co-operation from the trade is that they are often used as a substitute for advertising. This, of course, does not apply to such excellent advertisers as the Van Camp people.

Too frequently companies who offer extraordinary inducements to get large orders feel that the process of distribution is completed when the trade is stocked up. They feel that since the dealer has been given his goods on attractive terms he will do the rest. But this he seldom does. He cannot make a success of selling a large quantity of any product unless there is a strong demand for it from the consumer. Without advertising, this demand cannot always be depended on.

It is for this reason that to-day, regardless of price uncertainties and shortages in production, it is the plan of most manufacturers not to use merchandising devices that encourage retailers to buy more than demand justifies them

in stocking. They prefer to have a constant flow of their goods going through the dealer's store to the consumer. This, advertising accomplishes. This, free deals and similar methods, although admittedly legitimate and perhaps sometimes necessary, have failed to accomplish.

Swing Advertising to Package's Rescue

The advertised package has been swept into the living cost maelstrom and needs help. Advertising can best give

the aid that is needed.

Every minute in the day advertised goods are facing substitution. Price is becoming more and more of a factor in every sale. Retailers are on the defensive regarding high prices, and often to overcome this situation they push goods of poorer quality.

Bulk sales have loomed up in the path of the advertised package. Sugar in New York city is being doled out in one-pound lots. Public sales of foodstuffs have done much to emphasize price and minimize brand, and the great masses of people have benefited little by them.

It is becoming more difficult daily to buy an advertised product without having "something cheaper and just as good" offered.

The situation calls for advertising of the best sort. Tell the consumer why, in the end, it will be more economical for him to purchase your package. Old stuff? Certainly, but so is commerce.

When the Audience Assembled

While the peace conference was in session at Paris, the delegates were surprised to find one morning in their newspapers the full page advertisement of a certain little nation. Not being able to get their claims for self determination before the conference through official and established channels, this particular country adopted the modern method of timely newspaper advertising to tell its story.

It is a matter of record that the appeal was seen and acted upon. In its successful plan of selling an idea in a modern way at a time when the audience is in one place and in the right frame of mind, an interesting suggestion is offered. There is very often a waiting audience and a receptive attitude in cities where a convention is in progress, of which advantage is not always taken.

For illustration, the meeting of the American Manufacturers Association in Indianapolis or the annual convention of Architects in Portland, Maine, furnish an opportunity to secure the attention of a body of prospective customers by timely dominant newspaper advertising. A list of convention dates might often prove valuable in making up lists.

Institutional Advertising and the Politicians When Mayor Thompson of Chicago attacked the street railway ways of that city for using newspaper advertising space to acquaint their patrons with existing or approaching conditions, few regarded the incident as being much more than mere political talk. **PRINTERS' INK** in commenting upon the mayor's remarks at the time so characterized them. But it seems now that the idea is spreading. In other communities public utilities companies are being criticised for "using company funds to influence the people through advertising in the daily press."

The thing is working around in some cities to a point where this clean cut business proposition which is really a compliment to the people is looked upon by them as being not far removed from bribery.

If the politicians knew how thin is the ice on which they are skating when they attempt to cast unfair and unjust suspicion upon this class of advertising they probably would proceed more deliberately. All the people can't be fooled all the time.

The service corporations, the packers and other public or semi-

public organizations carrying on institutional advertising campaigns can, if they will, make much valuable capital out of this attitude of the politicians. For, it will be observed, the attacks and criticisms do not concern themselves so much with what the companies say as that they say anything at all. Surely there is no more lack of principle in a corporation telling its story to the people than there is in the same corporation advertising its goods and quoting its prices. The attitude in the institutional advertising may be wrong. So may be the goods and the price. But it is not healthy these days or fashionable either for anybody to come out in plain print and say things that are not so.

The corporations therefore ought to devote some of their space to selling the people on the advertising idea. Keep up this line of argument for a while and the people will see the idea. Incidentally those politicians who have their ears to the ground will change their tune. It ought not to be a difficult task to show how much to be desired this plan is over the old time "public be damned" idea.

A glance through almost any metropolitan newspaper to-day will show the steady growth of this kind of publicity. If there is any labor difficulty both sides rush to the advertising columns to tell the people about it. If there is trouble among a concern's stockholders, advertising tells both sides of the case.

The development along these lines during the last year is little short of amazing.

The politicians had better get aboard the band wagon. There yet is room.

Chicago Agency's New Accounts

New advertising accounts secured by the advertising agency of Greig & Glover, Inc., of Chicago, include the Marshall Motors Co., maker of automobiles and tractors, the Continental Scale Co., and the Master Oven Co., all three of Chicago. This agency also will place advertising soon for the Automatic Safety Device Co., of Hammond, Ind., manufacturer of specially designed step ladders.

A Fundamental With
COLLINS-KIRK-INC

A few days since one of our clients said to us "it's remarkable how much greater our sales are since we began showing our salesmen how, when, and where we were going to advertise—and they say the dealers are more than pleased with the way we have kept them posted—they're enthusiastic about our proposition."

His is the regular experience of those who avail themselves of Collins-Kirk, Inc. service. Our plans are prepared with the primary idea of selling the goods to the consumer—but, before that is done we "sell the idea" to the advertiser's sales force and to his dealer customers.

That's what we mean by *Merchandised Advertising*—advertising "sold" to the sellers in order to make them better producers.

COLLINS-KIRK-INC
Merchandised Advertising

FINE ARTS BUILDING
410 S. MICHIGAN AVE.
CHICAGO

Telephone, Harrison 9864

EXTENSION MAGAZINE

December
1919



Beginning with March, 1920, issue rate will be \$1.50 per agate line

Circulation 300,000 guaranteed

Orders will be received on or before January 5, 1920, at \$1.00 per agate line
for all issues up to and including September, 1920

EXTENSION MAGAZINE

Member Audit Bureau Circulations

F. W. HARVEY, Jr.
General Manager

General Offices

JAMES K. BOYD
Advertising Manager

223 West Jackson Blvd.

Chicago, Ill.

Eastern Representatives:
LEE & WILLIAMSON, 381 Fourth Avenue, New York City

NOVEMBER MAGAZINES

VOLUME OF ADVERTISING IN
MONTHLY MAGAZINES
FOR NOVEMBER(Exclusive of publishers' own
advertising)

In the following summary for the month of November the omission of figures for certain periodicals indicates either that they have temporarily suspended publication due to the printers' strike in New York, or have forms locked up preparatory to early publication.

STANDARD SIZE

	Pages	Agate Lines
Review of Reviews.....	150	33,600
World's Work	137	30,737
Atlantic Monthly	129	28,992
Scribner's	119	26,796
Harper's Magazine
Century
Munsey's	46	10,304
St. Nicholas
Bookman
Wide World	26	5,880

FLAT SIZE

	Columns	Agate Lines
American	430	61,498
Cosmopolitan	272	38,969
Red Book	272	38,932
Metropolitan	189	32,238
McClure's	177	30,200
American Boy	140	28,116
Boys' Life	141	23,602
Motion Picture Magazine	160	22,882
Sunset	157	22,547
Hearst's	128	21,806
Photoplay	131	18,744
Everybody's	106	15,291
Boys' Magazine	80	14,014
Current Opinion

VOLUME OF ADVERTISING IN
WOMEN'S MAGAZINES(Exclusive of publishers' own
advertising)

	Columns	Agate Lines
Vogue (2 issues).....	932	144,160
Ladies' Home Journal...	511	102,271
Pictorial Review	343	68,755
Good Housekeeping	473	67,729
Woman's Home Compan- ion	324	64,916
Harper's Bazar
Delineator	254	50,844
Woman's Magazine	173	34,735
Designer	173	34,721
McCall's	133	26,780
People's Home Journal..	94	18,782
Modern Priscilla	102	17,289
People's Popular Monthly	74	14,212
Mother's Magazine	64	10,892
Needlecraft Magazine ..	57	10,774
Green Book	58	8,294
Today's Housewife	36	7,258

Rex Beach

Rupert Hughes

Peter B. Kyne

Fannie Hurst

Meredith Nicholson

Robert W. Chambers

Gouverneur Morris

Harvey O'Higgins

Jack Boyle

Dana Gatlin

Arthur Somers Roche

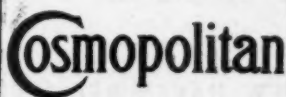
James Oliver Curwood

John A. Moroso

Ella Wheeler Wilcox

In

November



J. Mitchel Thorsen,

Business Manager

THE NEW HAVEN REGISTER

with average paid
circulation of

27,400

—COPIES—

IS

FIRST IN
New Haven,
CONNECTICUT

A lead of 12,000 copies
over its nearest
Competitor

It Covers the Field

NEW HAVEN REGISTER

Special Representatives

The Julius Mathews Special Agency
Chicago Boston New York

VOLUME OF ADVERTISING IN MONTHLY MAGAZINES CARRY- ING GENERAL AND CLASS ADVERTISING

(Exclusive of publishers' own
advertising)

	Columns	Agate Lines
*Motor	100	499
System	449	64,319
Motor Life	398	63,024
Vanity Fair	324	51,192
Popular Mechanics (pages)	240	53,760
Country Life	210	35,388
Physical Culture	223	31,889
House and Garden	184	29,118
Popular Science Monthly	175	25,797
Electrical Experimenter	120	20,160
Theatre	100	14,438
Field and Stream	101	14,240
National Sportsman	83	11,693
Art & Decorations	67	10,347
Association Men	42	9,458
House Beautiful	61	9,448
Illustrated World (pages)	59	8,349
The Rotarian	58	8,375
Outers' Book-Recreation	55	7,981
Forest and Stream	39	6,357
Outing
Extension Magazine
International Studio

*Combined Oct. Nov. issue.

VOLUME OF ADVERTISING IN CANADIAN MAGAZINES

(Exclusive of publishers' own
advertising)

	Columns	Agate Lines
MacLean's	244	42,845
Canadian Home Journal	151	30,362
Everywoman's World	137	27,490
Canadian Courier (2 Oct. issues)	116	21,264
Canadian Magazine (pages)

VOLUME OF ADVERTISING IN OCTOBER WEEKLIES

(Exclusive of publishers' own
advertising)

	Columns	Agate Lines
October 1-7	439	74,714
Saturday Evening Post	167	28,091
Town & Country	155	23,768
Literary Digest	122	20,890
Collier's	88	15,116
Christian Herald	93	13,753
Outlook	49	8,453
Leslie's	49	8,383
Scientific American	55	7,826
Life	41	5,936
Independent	16	3,190
Youth's Companion	22	3,112
Judge	13	1,891
Nation
Churchman

Boy Leaders in Democracy

By HERBERT HUNGERFORD

Editor of *The Boys' Magazine*

HERE is the heart of our problem: To train our men of tomorrow for democratic leadership. Every recent event brings out more clearly the fact that our social, industrial, and political troubles are due principally to bad leadership. Consider our labor difficulties, for example. Take our printing strike in New York. Most of us who have been dealing with printers for many years, know that the rank and file of men in the printing trades are splendid, square fellows, loyal and intelligent. Yet, like most of us are doing in our political affairs, these busy printers have paid very little attention to the important matter of choosing the right sort of leaders to represent their interests, with the result that self-seeking, radical labor union bosses have upset the entire industry and caused much unnecessary trouble and expense for all of us.

To find the reason why men are so lax in this vital matter of choosing right leaders in their social, industrial and political organizations, we must go back to one of the fundamental faults in training our boys for democracy. We do not start soon enough to help our boys prepare for this problem. We let them grow up under the boss system, then when they reach their majority, we thrust them into a more or less democratic leadership system and expect them to make good without

previous experience. In the home, parents usually are bosses, but very seldom leaders. In school, teachers continue the boss system and frequently emphasize it. When the boy goes to work, again it is under the boss system. Even in his clubs, or most of them, rigid discipline and the boss system is the rule.

Surely no deep thinking is re-

quired for anyone to reach the conclusion that early in every boy's life he should have some influence that will help him to discover the distinction between the boss system of handling affairs and the system of democratic leadership. In our magazine, *Our Boys' Own Advisory Edi-*

torial Council, and our Square-fellows Republic, we have devised a plan that is not only practical, but very definite and thoroughly democratic. Not only does it inspire boys with the ambition for democratic leadership, but also helps them to develop and train their leadership qualities. It will be well worth your while, if you are at all concerned in this question of helping boys to train for democracy, if you will investigate just what *The Boys' Magazine* is doing along this line. I will gladly submit the evidence and point out some of the things to assist you in such an investigation, if you will write me, Herbert Hungerford, Editor of *The Boys' Magazine*, 23 East 26th St., New York City, N. Y.

The Boys' Magazine



THE BOYS' OWN JOURNAL
OF DEMOCRACY

The Boys' Magazine

Publishing Office: SMETHPORT, PENNSYLVANIA

Eastern Advertising Office:

THERON R. LYLE, Advt. Mgr.
23 East 26th St., New York City

Western Advertising Office:

COLE & FREER, Mgrs.
Peoples Gas Bldg., Chicago

	Columns	Agate Lines
October 8-14		
Saturday Evening Post..	454	77,270
Literary Digest	180	27,502
Town & Country	141	23,710
Collier's		
Leslie's	59	10,159
Scientific American	50	8,543
Life	58	8,249
Outlook		
Christian Herald		
Independent		
Youth's Companion	15	3,050
Judge	17	2,490
Nation		
Churchman		

October 15-21		
Saturday Evening Post ..	441	74,980
Collier's		
Town & Country	138	23,282
Literary Digest	131	19,914
Leslie's	76	13,075
Scientific American	66	11,370
Youth's Companion	34	6,842
Life	43	5,999
Outlook		
Christian Herald		
Independent		
Judge	18	2,558
Nation		
Churchman		

October 22-28		
Saturday Evening Post..	454	77,234
Literary Digest	130	19,762
Colliers		
Christian Herald	92	15,640
Outlook	98	14,519
Leslie's	63	10,729
Scientific American	49	8,480
Independent		
Life	50	7,019
Nation		
Churchman	27	3,841
Youth's Companion	17	3,540
Judge	19	2,669

October 29-31		
Youth's Companion	9	1,910

Totals for October		
Saturday Evening Post.....	304,198	
Literary Digest	90,886	
xCollier's	20,870	
†Town & Country	73,083	
†Leslie's	42,416	
†Scientific American	36,776	
†Christian Herald	30,756	
Life	29,093	
†Outlook	28,272	
xIndependent	5,956	
xNation	1,891	
*Youth's Companion	91,615	
Judge	10,829	
xChurchman	3,841	
* 5 issues. † 3 issues. x 1 issue.		
‡ 2 issues.		

RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS

(Exclusive of publishers' own advertising)

Ladies' Home Journal...	511	102,271
*Motor	100,499
Pictorial Review	343	68,755
Woman's Home Companion	324	64,916
Motor Life	398	63,024
Good Housekeeping	473	67,729

	Columns	Agate Lines
System	449	64,319
Harper's Bazar		
American	430	91,498
Vanity Fair	324	51,192
Delineator	254	50,844
Popular Mechanics (pages)	240	53,760
MacLean's	244	42,845
Country Life	210	35,388
Cosmopolitan	272	38,969
Red Book	272	38,932
World's Work	137	30,737
Designer	173	34,721
Woman's Magazine	173	34,735
Review of Reviews.....		
House & Garden.....	184	29,118
Popular Science Monthly		
Everywoman's World ...	137	27,490
McClure's	177	30,200
Canadian Home Journal. 151	30,362	
*Combined Oct. Nov. issue.		

Society to Promote American Trade Formed in Spain

The Sociedad Americana de Expansion Comercial, an organization which seeks to develop the commercial relations between Spain and America, has been founded in Spain. The society will establish four permanent exhibitions for the products of American manufacturers who desire to exhibit their goods in Spain, according to Commercial Attaché Chester Lloyd Jones. It will furnish all details concerning articles sent to it by American manufacturers to prospective Spanish buyers. It will also inform prospective buyers of prices, discounts, method of payments, transportation, freight rates, customs charges, etc., in order that they may be able to purchase goods with the least possible difficulty.

The Society will not compete with American agencies now in Spain, but will undertake to assist them in every possible manner.

Kipling's Observation Supported by Garter Advertising

"East is East, and West is West, and never the twain shall meet," is authenticated now in advertising, if one judges from the advertisement of Sidley, maker of garters, San Francisco, Cal., in which we are told:

"Two boys, one on the Atlantic Coast, the other on the Pacific Coast, were asked to give the correct definition of the word 'garter'."

The definitions which were obtained, arranged in parallel columns, are then given as:

"The Boston Boy's Definition: A pair of circular elastic appendages capable of sustaining the habiliments of the lower extremities in their proper position."

"The San Francisco Boy's Definition: 'Sidley, A Mark of Merit.'"

The Hardwood Products Co., maker of the Receivador, will extend its list through Lord & Thomas and plans to use one paper in a number of metropolitan cities throughout the country.

A Gold Mine For National Advertisers

"You have a veritable gold mine of information." This is what the advertising manager of a large stove company said, after an hour's study of our methods, files and reports.

Now he is using our service regularly. It keeps him informed as to:

What Mediums competitors are using.

Amount of space they carry.

How they have varied their plans from year to year.

This man is only one of many advertising managers in various fields who have learned the value of our service. Think what this gold mine of information is worth to you.

We can lay before you complete information on what space any advertiser has run in the leading general, class, farm and automotive periodicals. Our reports are made up to fill your individual needs. The cost is insignificant as compared to their value. A few hours' notice usually is sufficient.

"Let seven years of facts guide you."

Advertising Record Co.

formerly the Washington Press

179 W. Washington St.

Chicago

Telephone: Main 1950

"PRINTERS' INK'S" FOUR-YEAR RECORD OF NOVEMBER ADVERTISING*

GENERAL MAGAZINES

	1919	1918	1917	1916
American	\$61,498	\$31,996	\$34,295	\$25,368
Cosmopolitan	\$38,969	\$21,609	\$26,356	\$47,844
Review of Reviews	33,600	21,740	24,080	31,483
Harper's Magazine		18,816	21,113	23,848
World's Work	30,737	20,832	25,144	28,044
McClure's	\$30,200	\$11,059	\$21,432	\$31,222
Metropolitan	\$32,238	\$16,868	\$26,140	\$22,472
Scribner's	26,796	15,144	19,907	19,833
Sunset	\$22,547	\$11,505	\$12,079	\$19,218
Red Book	\$38,932	\$22,485	\$22,330	11,413
American Boy	28,116	16,800	14,590	14,873
Atlantic Monthly	28,992	17,124	19,124	23,995
Century		12,426	14,728	19,880
Hearst's	\$21,806	\$12,109	\$18,460	\$18,457
Everybody's	\$15,291	\$6,851	\$32,099	14,448
Photoplay	\$18,744	\$10,401	\$14,702	6,993
St. Nicholas		7,146	12,512	11,812
Motion Picture Magazine	\$22,882	\$10,520	8,040	6,925
Boys' Life	23,602	8,457	8,382	8,943
Munsey's	10,304	6,958	5,932	7,848
Boys' Magazine	14,014	8,723	8,832	9,560
Current Opinion		\$2,738	\$4,704	\$6,348

*Changed from standard to flat size.

WOMEN'S MAGAZINES

Vogue (2 issues)	144,160	83,282	112,047	123,559
Ladies' Home Journal	102,271	61,246	66,128	48,436
Harper's Bazar		39,602	55,676	60,344
Woman's Home Companion	64,916	33,172	35,550	31,495
Good Housekeeping	\$67,729	\$37,445	\$41,692	\$58,032
Pictorial Review	68,753	36,338	29,000	21,291
Delineator	50,844	28,047	30,474	25,187
Designer	34,721	21,017	25,835	19,891
Woman's Magazine	34,735	21,435	25,777	19,814
McCall's Magazine	*26,780	*16,763	13,082	13,321
Modern Priscilla	17,289	8,970	13,115	14,548
People's Home Journal	18,782	10,980	10,656	11,308
Mother's Magazine	10,892	7,280	10,392	8,260
Needlecraft Magazine	10,774	6,483	8,387	5,950

*Changed from standard to flat size.

*New size.

CLASS MAGAZINES

System	\$64,319	\$43,092	\$47,638	41,740
Vanity Fair		33,492	59,228	62,137
Country Life	35,388	19,656	28,763	29,571
Popular Mechanics	53,760	28,714	34,822	40,516
Field and Stream		8,931	12,199	12,293
Popular Science Monthly		24,438	27,726	25,786
House and Garden		13,396	23,418	17,192
Physical Culture	31,889	\$15,015	11,206	11,679
Theatre	20,160	12,471	14,902	19,139
Outing	7,981	6,247	10,066	5,580
House Beautiful	10,347	6,160	10,994	10,005
International Studio		5,054	6,661	6,733

*Changed from standard to flat size.

WEEKLIES (4 May Issues)

Saturday Evening Post	304,198	198,514	191,027	152,055
Literary Digest	90,886	87,396	87,960	70,122
Collier's	x20,870	\$44,092	67,712	67,979
Town & Country	\$73,083	\$50,775	\$55,068	\$53,830
Leslie's	42,416	32,293	33,339	32,542
Outlook	\$28,272	22,791	*33,966	24,878
Scientific American	\$36,776	30,197	25,722	20,260
Life	29,093	19,523	22,860	28,425
Christian Herald	*30,756	22,456	*24,058	21,253

*Smaller page size.

*3 issues.

*5 issues.

x1 issue

On account of the omission of figures for certain periodicals for November, 1919, due to the printers' strike in New York, the four-year totals are omitted.

CHICAGO
The Central Location for Printing and Publishing

Printing
and
Advertising
Advisers



Day and Night
Service
All the Year
Around

*One of the Largest and Most Completely Equipped
Printing Plants in the United States*

Linotypes, Monotypes, Hand Typesetting. Usual Presses, Color
Presses, Rotaries. Usual Binding and Mailing Facilities, also
Rapid Gathering, Stitching, Covering and Trimming Machines.

Whether you have a large or small Cata-
logue or Publication to be printed you
have not done your duty by your firm or
yourself until you have learned about the
service Rogers & Hall Company give and
have secured prices.

*We ship or express to any point
or mail direct from Chicago.*

Make a Printing Connection with a Specialist and
a Large and Reliable Printing House.

Business Methods and Financial Standing
the Highest

(Inquire Credit Agencies and First National Bank, Chicago, Ill.)

ROGERS & HALL COMPANY
Catalogue and Publication
PRINTERS

Artists—Engravers—Electrotypers

Polk & La Salle Streets

CHICAGO, ILL.

Telephone Wabash 3381—Local and Long Distance

CHICAGO
The Central Location for Printing and Publishing

The Little Schoolmaster's Classroom

Is there any limit to what a man can do of whom it can truthfully be said "He writes good English"—provided, always, of course, he has also a fairly good stock of fairly good ideas?

What if he is "only an advertising man"—does it follow that he must always do nothing but write advertisements?

Never! And again, *Never!*

Among the Schoolmaster's acquaintances is a man who never loses an opportunity of expressing his opinion that the writing of advertisements is the finest kind of training for writing short stories, essays and even plays.

In support of this statement, he points triumphantly to the "Who's Who—and Why" department of the *Saturday Evening Post*, in which writer after writer coyly admits that at some time in his career he was "connected with an advertising agency."

As against this man's theory, it may be argued that advertising is not literature. That is quite true. But is it not equally true that a very large percentage of the short stories are turned out nowadays are not literature, either?

As for plays, the Schoolmaster frankly admits that in the last twelve months he has read several; and if they are "literature," he must revise his conception of the meaning of that word. They are not even good English; but that does not prevent them from being good (successful) plays.

* * *

A few years ago, we were told that an advertisement, to be successful, should

- (1) Arrest Attention.
- (2) Arouse Interest.
- (3) Create Desire to Possess, which in turn, should lead to
- (4) Resolve to Buy.

Good! Good! But as the Schoolmaster sees it, pretty much the same thing has to be done to make a successful play.

The title and cast must Arrest Attention.

The first act must Arouse Interest.

The second and third (or fourth) acts must "sell the idea"—that is, make the audience accept as believable a thought which when first brought to their attention was more or less unbelievable.

Knowledge of the operations of the mass mind, what its reactions are likely to be, what it will do under given conditions—the Schoolmaster believes that this is the finest equipment a writer can have, and that holds good of the writing of plays, essays, short stories—and advertisements.

The Schoolmaster does not go so far as to urge his readers to give up writing advertisements and to go in for writing short stories and plays. He merely comments on the fact that in his opinion the essential requirements do not differ greatly. He goes so far as to say that he believes a man who can turn out, regularly, consistently good advertising copy, can with a little practice, turn out consistently good short stories and plays. Ideas, knowledge of the operations of the mass mind and the ability to write good English—these are the requirements.

* * *

Selling goods in lots or combination assortments is an old principle of merchandising. We are all familiar with the idea of selling books in sets, selling soap in a ten-dollar combination case with a premium thrown in, selling magazine subscriptions in clubs, selling five pounds of candy in week-end assortment packages, etc. Some one had to think these things out in the beginning. And some one is always thinking up new schemes to sell lots and assortments of merchandise to raise the amount of the unit order.

Nor does this apply exclusively

HOW MANY TIMES MUST YOU SELL YOUR PRODUCT?

In the field of building construction there are several channels of distribution, *but one man must be sold.* This is

THE ARCHITECT

He controls—absolutely—the products used in the buildings he designs. The drawings determine the type of products and the specifications the makers of the products.

The extremely concentrated field of architecture can be very thoroughly saturated at a very reasonable cost through the advertising pages of **The American Architect**—the weekly news journal of the architectural profession.

Complete co-operation in any research in this field will be cordially extended.

The American Architect

"The Weekly Journal of Progress in Architecture"

243 West 39th Street, New York

Associated Publications in the Building Field:

BUILDING AGE

METAL WORKER, PLUMBER & STEAM FITTER

ALL MEMBERS A. B. C.

Mail Order ADVERTISING

Get more orders direct—or increase your dealer trade by an effective, quick-acting mail campaign directed to consumers through newspapers, magazines, booklets, house organs, circulars, mailing cards and letters. Write, phone or call. NEW YORK CITY—230 West 42nd St. Bryant 5897. CHICAGO—29 East Madison St., Central 5887.

SCOTT & SCOTT

BUILDING SUPPLY NEWS

Recognized in the
Building Field as
"The Dealers' Own Paper"
610 Federal St. Chicago

AMERICAN FOOTWEAR

The National Authority

"Devoted to everything worn
on the feet"

We co-operate with agencies
Ask us how!

155 North Clark Street, Chicago

BUILDINGS

and BUILDING MANAGEMENT
reaches the owners and managers of office buildings and apartment houses. These men buy the materials for both construction and maintenance. A rich field for advertisers.

City Hall Square Building, Chicago

POSTAGE

The monthly magazine that tells how to transact business by mail—Advertising, Selling, Buying, Collecting, Letters, Office Systems. A necessity in every business office. 6 mos., \$1.00; 1 year, \$2.00.

POSTAGE, Room 237, Metropolitan Bldg., N.Y.

MICHIGAN BUSINESS FARMING

Michigan's Greatest Farm Weekly

80,000 BUSINESS FARMERS 45¢ PER COPY

Michigan has 210,000 farms and over 100,000 Farm Owners

Geo. M. Stetson, Pub. M. Clemens, Mich.

to retail merchandising. The "lot" or assortment idea has been used quite generally in wholesale selling for many years. And here too new ideas are being developed constantly.

An interesting example of a wholesale assortment proposition coupled with a rather unique merchandising idea is that of selling retailers a subscription to a certain line of merchandise. The plan is to provide merchants with a weekly supply of fresh styles or models. For instance one firm is sending out new styles in girls' wash dresses every week. Full size and style assortments of these new dresses are sent out to subscribers regularly every week on a return-if-not-sold basis. The concern is the Nu-Stile Every-Week Dress Co., Inc., and their plan, as announced in their advertisement is as follows:

We send you six new styles every week— $\frac{1}{2}$ dozen of each style in sizes from 6-14 yrs., total 3 dozen dresses assorted, at \$22.50 per dozen. Terms 2-30. If within 30 days from invoice you have any of our garments unsold you can return them at our expense. Stop at any time by mere notification. Try this week's assortment.

The advertisement then goes on to express in one short sentence what is at once the strength and the weakness of the plan—"We must give you values to eliminate returns for us." Unless the values and the style are kept up the plan certainly will fail automatically. But if both value and style are maintained such a business might well develop to very large proportions under aggressive management. It is just another example of applying an ingenious idea to an old merchandising problem.

The Schoolmaster recently ran across two unique want ads which

GOOD PRINTING—CHEAP

A Few Money-Saving Prices

1000	4-page Folders, 3 $\frac{1}{2}$ x6 $\frac{1}{4}$ in.....	\$8.00
	Each additional thousand.....	2.50
1000	4-page Folders, 4x9 in.....	10.00
	Each additional thousand.....	3.50
1000	4-page Folders, 6x9 in.....	13.00
	Each additional thousand.....	4.50

FREE—our large package of samples
ERNEST A. FANTUS CO., Printers
525 So. Dearborn St., Chicago

illustrate the openest kind of open diplomacy in want advertising! The first one read:

"MUST WE DROWN OUR CHILD?

"Isn't there a landlord in Woodhaven, Brooklyn Manor or Richmond Hill, who is willing to rent a house or floor to a quiet family for three—the little girl is four? We don't want to drown our baby, but we must have a home to live in by October first. Write E. F. C. W., Box 6, *Leader-Observer*.

Apparently this frank advertisement didn't pull, for a few days later it was followed up by another reading:

"WE MUST DROWN OUR CHILD!

"To our appeal for a floor last week, there came no response. Our little girl, 4 years old, seems to stand in the way of our getting a house or floor to rent. Without the child, it would be easy sailing. Isn't there a landlord in this section that will tolerate a 4-year old girl? If there is kindly write E. F. C. W., care of *The Leader-Observer*."

The Schoolmaster will always wonder if the child had to be drowned!

Lawrence Kennedy has closed the studio which bears his name to become art director of Buck & Hammesfahr, Chicago and New York.

LOS ANGELES EVENING HERALD CIRCULATION

127,773

DAILY

FIRST IN EVERYTHING

Member A. B. C.



"CLIMAX"

SQUARE-TOP

PAPER CLIPS

Best and most economical
Paper Clip on the market

Pat. Dec.
12, 1916

Recommended by efficiency experts.

Prices F. O. B. Buffalo.

Packed 10,000 to the Box.

10,000.....	15c	per 1,000
50,000.....	10c	per 1,000
100,000.....	8c	per 1,000
500,000.....	7c	per 1,000
1,000,000.....	6 1/2c	per 1,000

Order Direct from

Buffalo Automatic Mfg. Co.
457 Washington Street, BUFFALO, N. Y.

Read by the buyers of space, agencies, advertising managers, business men and publishers—the ideal medium for intensively cultivating the growing field west of the Rockies is

Western Advertising

The only advertising journal published in a territory of 10 million people. Rich in its possibilities for the development of new advertising accounts. Rates on application. A live, up-to-the-minute, handsomely printed monthly magazine you'll like to see and read. Sample copies free.

RAMSEY OPPENHEIM CO., Publishers, SAN FRANCISCO



Adart Studios

A Complete Advertising Art Service

11 East
Main Street
CHICAGO



"GIBBONS Knows CANADA"

Classified Advertisements

HELP WANTED

Ad Man Wanted

Experienced mail order selling. To plan layouts, direct artists and copywriters; plan, write and edit catalogues and booklets to farm trade. Must know plates, colors, paper and printing. Our sales after twenty years exceed one million dollars monthly. Here's a chance for some keen, energetic, ambitious chap to land where his ability alone will limit his future. If you are a Christian and can swing the job, write us fully a letter giving such information and enclosing samples of your work such as you would want if you were in our place. Box 894, Printers' Ink.

Assistant to Advertising Manager

Large distributor of high class motor cars, located in New York, needs assistant to Advertising Manager. He must know something about advertising and publicity, have had some experience in preparing layouts and writing copy, able to work hard, fast and intelligently. An unusual opportunity to join a famous organization and work up to an important post as did the man who has held the position for the last two years. Reply giving full details and, if possible, samples of work. Box 891, Printers' Ink.

We Want To Rent a Man's Services

The man must have good common business sense and a desire to work. His duties will be largely devoted to the placing of advertising in a modest way and to securing inquiries for a high class non medical proprietary line. No rolling stones wanted. Only those who can show an absolutely clean and unblemished record need apply. The position will be fully compensated. Please state salary desired and give full details in first letter.

FLOYD W. GRADY
Box 358 Stouffville, Ohio

Art & Copy Dep't.—Manager prominent Advertising Corporation doing creative copy, sketching, engraving, printing, etc. for clients, wants general office assistant who wants further art and copy training particularly. About eighteen years; preferably with some training and experience. Box 890, Printers' Ink.

Men of Force and Character Can Cash in on unique opportunity. Experience in selling syndicated ad-service—newspaper, direct-by-mail, billboard, street-car—essential. Largest manufacturer offers exclusive territory to those who qualify. Our distributors make over fifteen thousand per year. Address Merchants' Service, Dept. 1341 Diversey Pkwy., Chicago.

SALES EXECUTIVE WANTED

Manufacturer of nationally advertised line looking for Sales Executive with both inside and outside experience in Canada. Must be capable of handling big business and organizing and directing a sales organization. Mail photograph, giving name and address, age, education, full business experience, present connection and salary expected. All correspondence confidential. Box 889, Printers' Ink.

TECHNICAL ADVERTISING MANAGER

With first class record of past service and a thorough knowledge of power plant practice. Unusual opening for a man with brains and desire to settle permanently in the future. State salary. A real job for a real man with snap and initiative. Box 888, Printers' Ink.

Are You Fighting Without Adequate Compensation?

Are You Ready for a Real Opportunity?

Photoplays, short advertising films, equal in attractiveness to the highest grade of regular moving pictures and produced by the largest film manufacturer in the world, are the most productive advertising mediums for merchants and banks in cities under 100,000. Salesmen of ability can make a connection providing a larger income than has been offered by any legitimate proposition for many years. Motion picture experience unnecessary, advertising experience invaluable. Apply by letter only. Merchants Service Dept. ROTHACKER FILM MFG. CO. 1341 Diversey Parkway, Chicago.

Copy and Plan Man Wanted

Give age and full details of past experience. Send samples showing character of work and range of your ability. State salary wanted and date you can be here. All samples submitted will be returned. Exceptional opportunities in southwest for the right man.

Keeshen Advertising Company
Oklahoma City

Advertising Salesmen

One who can close contracts with the leading merchants, and who can write general copy. A good position with established newspaper in lake city of 300,000 population. Write, stating qualifications and salary expected. Box 886, Printers' Ink.

MISCELLANEOUS

FOR SALE—A COMPLETE SET OF PRINTER'S INKS, with the exception of June 2, 1909, back to 1907. Volumes bound in cloth. Will consider best offer. Address P. N., Box 887, Printers' Ink.

Twelve Dollars a year brings to your desk fifty new ads a month on any subject taken from papers of United States and Canada. Press Clipping Association, Buffalo, N. Y.

\$2 A WORD

That is what newspaper publicity cost in a recent New York "campaign." Most of it appeared on inside pages where even its authors found it with difficulty.

Of course the \$10,000 wasted on such "publicity" would have bought several pages of advertising space which everyone would have read. But most publicity men know nothing about advertising while the average advertising man scoffs at "free publicity." The wise man co-ordinates both and gets 100 per cent returns.

If you have a problem involving publicity and advertising, why not put it up to a man who specializes in both?

A. P., Box 880

Care Printers' Ink

Printing Plants and Businesses

Bought and Sold

Printing Outfitters

American Typefounders' Products

Printers' and Bookbinders'

Machinery of Every Description

CONNOR, FENDLER & CO.

Ninety-six Beekman St.

New York City

POSITIONS WANTED

ADVERTISERS AND PUBLISHERS, DO YOU NEED A REAL COMMERCIAL PHOTOGRAPHER? Have had eight years experience. Now employed. Thirty years of age. Character of the best. Box 895, Printers' Ink.

I want to place this man

Intelligent, ambitious college graduate, 24, now employed; capable executive, correspondent; experienced, small town newspaper and magazine work, institutional publicity; some knowledge, typography; good on make-up writing, rewriting, editing.

Can you use him; do you know who can? For interview, references, samples, address Box 892, Printers' Ink.

I want to sell him so thoroly you'll want him for your organization; I want you to sell him your opening so he'll be enthusiastic about it. I am interested in placing this man; I wrote this copy for him (my precious self.)

ADVERTISING EXECUTIVE

Copywriter and agency account supervisor, experienced in handling national accounts of general nature and especially accounts in field of automotive industries, seeks larger opportunity in agency work or as advertising manager. Available Jan. 1st or sooner. Salary \$6,500. Box 885, Printers' Ink.

WHERE EXCELLENCE IS DEMANDED in lettering and design, a careful workman with wide experience and knowledge is needed. If you are in need of such a workman write Box 893, Printers' Ink.

A. E. F. VETERAN, 23, FIVE YEARS' ADVERTISING AND PUBLISHING experience, I. C. S. student in advertising. Knows printing, engraving and electrotyping. Willing to start at bottom again for position that promises real future. New York City preferred. Box 883, Printers' Ink.

ADVERTISING MANAGER

Six years in present position with complete charge of advertising and publicity for \$3,000,000 manufacturing corporation. Previously fifteen years in printing and publishing business. Wishes to change. Box 882, Printers' Ink.

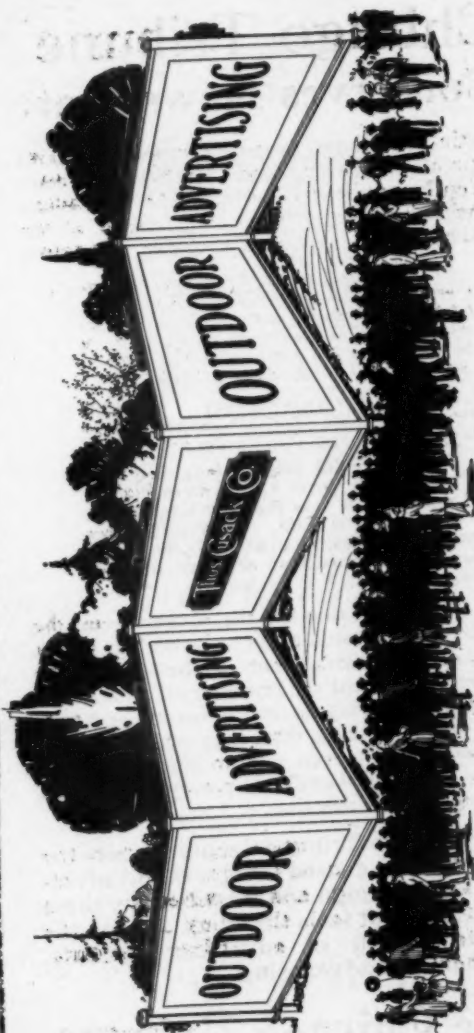
LIVE, ENERGETIC MAN WISHES TO CONNECT WITH A PROGRESSIVE newspaper as business manager. Fourteen years with an influential newspaper of western New York, am familiar with the job printing and engraving business. I have years of experience as an office executive. Best of references given as to integrity, ability and habits. Box 881, Printers' Ink.

Assistant of Proven Ability for some BIG Advtg. executive NOW advertising manager of largest department store in West Florida. FORMERLY advertising dept. of a leading New York department store and advertising manager of chain of retail furniture stores. AGENCY or RETAIL STORE connection in Greater New York or vicinity prefer red. Box 884, P. I.

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The Art Gallery of the People

Chicago Thos. Gsack Co. New York

Chicago Tribune Conserves Newsprint

Justin F. Barbour, expert on newspaper rates and circulations, volunteered the following comment on November 6 concerning the 61 columns of advertising omitted from The Tribune of the preceding day in order to conserve newsprint:

"This sacrifice on the part of The Tribune means a saving of 7½ solid pages for each copy printed, but the actual saving is undoubtedly ten pages per copy, due to the fact that it would be necessary to include at least 2½ pages of editorial matter to carry 7½ pages of advertising.

"On the basis of ten pages, and figuring on a circulation of 420,000, The Tribune has saved enough newsprint to supply the following requirements:

"There are 813 English language evening papers in the U. S. with an individual circulation of less than 5,000 per issue. The average is 2,375. With an average issue of 4 pages, you have supplied paper for 443, or more than one-half, of these papers."

Mr. Barbour estimated the saving from the omission of 61 columns of advertising. As a matter of fact, curtailment of the size of The Tribune necessitated the rejection of 247 columns of advertising during six days—November 3 to 8. In addition from one to three page ads were offered each day but not even sent to the order clerk because of The Tribune's temporary rule against accepting copy of this size.

The Chicago Tribune deeply regrets the inconvenience caused to agents and advertisers, local, foreign and classified, by these restrictions, but feels that they are for the ultimate benefit of advertisers, agents, publishers and advertising.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER